JULY 11, 1949 PRICE 25 CENTS

TECHNOLOGY AND TIMES

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

PUBLIC LIBRARY DETROIT

Success story: A large Richmond pet dealer had always been skeptical about the effectiveness of radio for his business. WLEE finally sold him on a short four-week trial.

He featured canaries—fancy canaries that sold for $15 each, with cages costing another $10 or $15. We sold them completely out of the stock of canaries in the first four weeks!

He renewed for another four weeks—then for 10 weeks—and just recently signed a full year's contract.

Richmond merchants are used to results like these on WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, call in your Forjoe man and get the full story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

XUM

Even now before B. C. the G. we're packing 'em in!

YES, even before Bing Crosby comes in with the spectacular new CBS lineup in the Fall, WHAS listenership figures are zooming . . . outstripping all other stations in the rich Kentuckiana market.

*In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon AND evening!**

Credit this to the happy combination of CBS programming and WHAS shows. "Coffee Call" is a good example . . . an aromatic blend of enthusiastic housewives in the WHAS studio plus thousands of buy-minded housewives in Kentuckiana homes.

For Fall booking with plenty of punch take note of the WHAS audience ratings *before* Bing . . . add the Groaner . . . then figure in the rest of the great CBS Fall Lineup. It proves WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

*Source: 47-48 and 48-49 Winter-Spring Reports.

COFFEE CALL is an audience participation show with prizes from participating sponsors. It has won 2 national awards: NRDGA National Radio Award ("the best woman's program") and CCNY Award of Merit ("most effective direct-selling program"). *Talent:* M.C. Jim Walton, organist Herbie Koch. *Sponsors:* Delmonico Foods, Louisville Provision Co., Van Allmen Foods.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

WHAS
Louisville, Kentucky

now a larger audience at a lower cost!

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

VICTOR A. SHOLIS, *Director* • J. MAC WYNN, *Sales Director*

THE ONLY RADIO STATION *SERVING* AND *SELLING* ALL THE RICH KENTUCKIANA MARKET

BIGGEST-studio audiences!
BEST-in station promotion!
FIRST-in total rated periods*!

*December through April Hooper Report

STUDIO AUDIENCES — Over 100,000 people visit WFBR every year —no other Baltimore station is even close!

STATION PROMOTION — Just won 3rd award nationally in the annual BILLBOARD competition. No other Baltimore station won any award!

HOOPER RATINGS — Tops in Baltimore! First in morning, first in afternoon, first in total rated periods!

When the last ounce of intensive coverage is needed —when the advertising has to deliver—in the Baltimore market, you need look no further than...

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

...blished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

MORE UHF television spectrum than FCC had expected apparently is going into FCC's forthcoming proposed VHF-UHF allocation plan. Some reports say proposal will envision use of more than 40 six-megacycle channels to supplement present VHF 12, with likelihood that channel numbering will extend from present 2 through 55. Originally, Commission thought half of UHF TV spectrum (about 35 channels) would suffice now. On question of maximum powers, FCC reportedly disposed to put it at 200 kw at 500 feet for UHF; at 100 kw (currently 50 kw) at 500 feet for VHF.

THIS ONE may never be confirmed but it's known that Edgar Kobak, former MBS president, was queried in high places as to possible availability for FCC appointment—possibly chairmanship. Mildly interested at start, because he thought they were kidding, Mr. Kobak begged off when he discovered it wasn't horseplay. He is content to engage in radio and advertising consultancy, and will hang out his shingle within few weeks.

HELBROS WATCH CO., New York, formerly handled by William H. Weintraub Co., also New York, has appointed Dorland Inc., New York, to handle advertising. Agency currently dickering for network show.

PLAN OF FCC to require local advertising of virtually all broadcast applications as substitute for recently rescinded Avco procedure of competitive bidding on station transfers is expected to bite regulatory dust. General opposition to proposal by industry sources apparently has convinced Commission that no useful purpose would be served through substitute procedure, and it looks like pre-Avco processes (Avco became operative in October 1945) will again prevail.

INTEREST in presenting case for theatre television before FCC said to be so great that Society of Motion Picture Engineers has delayed appointment of special committee (see page 50) to undertake task. SMPE wants to make sure all phases of industry have representation. Appears likely committee will be much bigger than originally planned.

ECONOMIC studies of two FM satellites—transit radio and storecasting—now quietly under way by NAB's FM Dept., will show need of know-how and experience in operating these newer electronic media. Case-history analyses will show mistakes made by some pioneers in these fields.

BARE-BONES FCC (with only four members sitting) spent all day Friday poring over 70-page document embracing proposed rules and allocations to cover both VHF and UHF TV and which would be subject of hearing in mid-August. Ponderous tome should issue this week and would mark first stop on FCC's TV

(Continued on page 86)

Upcoming

July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth.
July 11-15: Third National Freedom Forum, U. of Southern California, College of Aeronautics, Santa Maria, Calif.
July 14-15: Annual Indiana U. Radio in Education Conference, Bloomington, Ind.
July 18-19: North Carolina Assn. of Broadcasters, Ocean Terrace Hotel, Wrightsville.
(Other Upcomings on page 62)

Bulletins

SALARY raise bill, granting FCC Commissioners increases from present $10,000 to $16,000, passed by House late Friday. Measure (HR 1689) now goes to Senate where approval is expected. Salary boosts also included for FTC, SEC and other independent agencies (see early story page 30).

DuMONT Television Network announced affiliation agreement with WFBM-TV Indianapolis, operating since June 1. Station also affiliated with ABC, CBS and NBC.

WGBR Goldsboro, N. C., affiliating with ABC effective July 17. Station owned by Eastern Carolina Broadcasting Co., operating fulltime with 250 w, 1400 kc. Manager is Coleman Scott.

CHRISTAL FILES APPEAL FROM COURT'S RULING

HENRY I. CHRISTAL, secretary and treasurer of Edward Petry & Co., on Friday filed with Court of Appeals of New York State an appeal from adverse decision of Appellate Division of New York Supreme Court in his suit to stop Mr. Petry from increasing number of directors from four to five [BROADCASTING, July 4].

Appellate Division ruling, by 3-2 vote of five justices, reversed decision of Supreme Court referee which accepted Mr. Christal's claim of an agreement with Mr. Petry whereby they should exercise equal control over company's policies and granted injunction to prevent Mr. Petry from using his majority stock holdings (51%) to add another board member. Appeal was filed by Zalkin & Cohen, Mr. Christal's attorneys.

NATIONS FAVOR FREE RADIO

DECLARATIONS reaffirming freedom of radio communications and encouraging interchange of broadcasting programs between nations slated to get approval of 24 nations of American region at weekend windup of Fourth Inter-American Radio & International Telecommunications Union Region 2 conferences in Washington. Declarations are among those appended to new Inter-American Agreement on Radio Communications due for signing Saturday (July 9) at final plenary session of FIAR-Region 2 conferences, in progress since April 25 [BROADCASTING, April 25, May 2, June 20].

Business Briefly

PILLSBURY MILLS SIGNS ● Pillsbury Mills, Minneapolis, signs for *House Party* starring Art Linkletter on 216 ABC stations five-a-week, 11-11:30 a.m. (CDT), for 3 weeks from Sept. 19. Several products will be advertised. Agency, Leo Burnett, Chicago.

MARCUS BREIER APPOINTS ● Marcus Breier Sons, New York, appoints Chernow Co., also New York, to handle advertising for Bantamac All-Weather Jackets. Spot radio and video probably will be used, but plans indefinite.

GOLD SEAL RENEWS ● Gold Seal Co., Bismarck, N. D. (Glass Wax), renews effective Aug. 29, 10:30-45 a.m. segment of CBS Arthur Godfrey morning show heard Mon.-Fri., 10:15-11:30 a.m. Agency, Campbell-Mithun Co., Minneapolis.

KELLOGG EXTENDS ● Kellogg Co., sponsoring *The Singing Lady* (Irene Wicker) Sunday, 6:30-7 p.m. (EDT), over 12 ABC-TV stations for 26 weeks, extends contract 2 weeks from Aug. 7. Agency, N. W. Ayer & Son, Philadelphia.

BOXING TELECASTS ● P. Ballantine & Sons, Newark, N. J. (ale, beer), Oct. 5 starts sponsorship of boxing telecasts from St. Nicholas Arena, N. Y., on CBS-TV, Wednesday (see early story, page 49). Agency, J. Walter Thompson Co., N. Y

COMPERE, MOSER LAW FIRM

THOMAS H. COMPERE, head of legal department of NBC's Central Division for past three years, has joined John B. Moser, radio law firm, at 360 N. Michigan Ave., Chicago. Firm name changed to Moser & Compere. Mr. Compere will continue to represent NBC in Chicago. Mr. Moser has long been identified in legal aspects of radio and television. He formerly was head of CBS legal department in Chicago.

'VOICE' STATIONS GET BOOST

POWER increase to 120 kw for one of Voice of America's five East Coast transmitters authorized by FCC in move to aid State Dept. in overcoming Soviet jamming of American programs behind Iron Curtain and increase listenership. Announcement made by Walter Lemmon, president of World Wide Broadcasting Corp., which owns and operates international stations WRUL WRUW WRUX WRUA WRUS, all Boston. Mr. Lemmon said stations had been heard clearly in more than 55 countries during past year.

FEDERAL NAMES MORSE

HERBERT A. MORSE, manager of sales promotion department of Federal Adv. Agency since 1944, elected vice president of agency. He will head agency's expanded promotion activities.

The 25th Chapter in

WGN's "Record of Progress"

WGN's "Record of Progress"

25 YEARS OF ENTERTAINMENT AND SERVICE

July 15, 1949

. . . marks WGN's 25th anniversary . . . 25 years dedicated to giving Chicago and the Middle West the finest in radio entertainment . . . devoted to the cause of genuine public interest.

WGN is proud to have served its millions of radio listeners . . . and its thousands of advertisers throughout these 25 years.

WGN's past, present and future success and its advertisers' success go hand in hand. WGN is confident of the future and dedicates itself to assisting advertisers to even greater prosperity during the years to come.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Congratulations WFBM-TV INDIANAPOLIS

. . . ON YOUR HISTORIC INAUGURAL TELECAST OF THE 500 MILE SPEED CLASSIC

Danville, Illinois
Louisville, Kentucky
Olney, Illinois
Greenville, Ohio
Chicago, Illinois
Niles, Michigan
Benton Harbor, Michigan
Cincinnati, Ohio
Watseka, Illinois
Tuscola, Illinois
Minster, Ohio

So wired viewers, represented by dots on the map, reporting from Indiana cities and towns covered by WFBM-TV's telecast of the Indianapolis Speed Classic on May 30. At left is a list of cities and towns *outside* Indiana confirming television reception for the same day.

WFBM-TV's switchboard was jammed by congratulatory phone calls and hundreds of telegrams poured in both during and after the event.

WFBM-TV
INDIANAPOLIS

Represented Nationally by the Katz Agency

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor.* STAFF: Lawrence Christopher, Mary Ginn, Jo Hailey, John Osbon, Ardinelle Williamson. **EDITORIAL ASSISTANTS:** Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Elaine Cahn; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

XUM

KFH IS TOPS

E. J.'s Notebook

The only established Women's Show produced in Wichita is E. J.'s Notebook on KFH. The program features items of interest to women with participating announcements for advertisers who want to reach a TOP audience of women.

E. J.'s Notebook has been aired regularly for a decade. The show has a natural animation, skillful script and a delightful personality that clicks. Ethel Jane King, KFH Women's Editor, is currently emcee for the show and she has sold everything from soap flakes to diamond bracelets on the air. Program content includes sparkling interviews with celebrities, personalized comments on styles and trends of the day and announcements of meetings, clubs and concerts of fascinating interest to her loyal audience. Call your Petry representative today for availabilities.

For evidence of TOP programing on KFH, see any Petry man.

5000 Watts - ALL the time

KFH KFH - FM CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WICHITA, KANSAS

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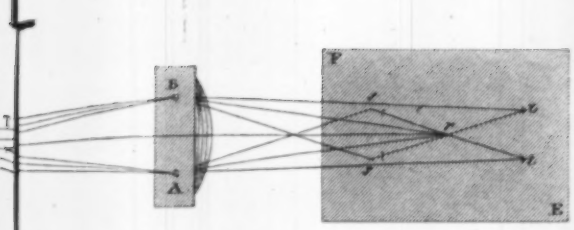
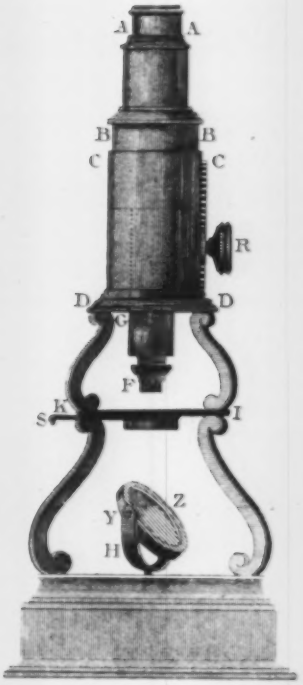
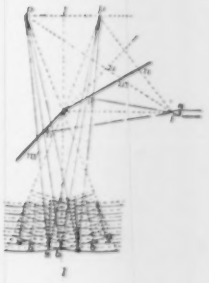
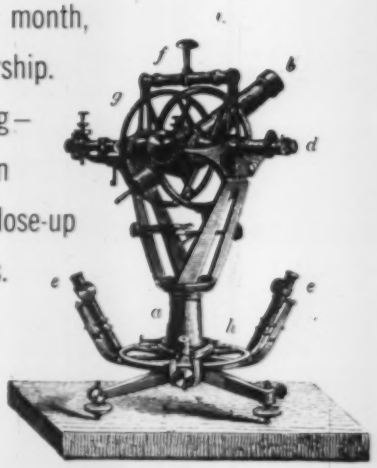






More than meets the eye

Take a long, careful look at the Pulse of Boston*... study it month by month, year after year... and you get a true, undistorted picture of WEEI leadership. Day and night throughout the peak listening season—Fall through Spring—"Columbia's friendly voice in Boston" leads all other Boston stations in share of audience, top-rated programs and quarter-hour wins. Want a close-up on how you can enlarge your sales in Boston? See WEEI or Radio Sales.



*January 1947-April 1949

XUM

Oklahoma City's Only 50,000 Watt Station

What would YOU do?

Date: July, 1948

Sales Ranking: 17th in Oklahoma in tonnage feed sales.

Company: Chic-O-Line Feed Company.

Here's what Chic-O-Line did.

In July of 1948, KOMA was selected as the nucleus of a well-coordinated SALES program, built around a 15-minute daily show. KOMA and Chic-O-Line cooperated with each local dealer throughout Oklahoma in *merchandising, promoting* and *SELLING* Chic-O-Line feeds. The result of that combined sales effort was . . .

Date: November, 1948 (only 5 months later).

Sales Ranking: 3rd in Oklahoma in tonnage feed sales.

Let us or Avery Knodel give you the complete picture of KOMA, Oklahoma's best buy in radio.

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

Agencies

BYRON MAYO, formerly account executive with Richard G. Montgome & Assoc., Portland, Ore. joins Foote, Cone & Belding, Los Angeles, similar capacity.

JACK KADUSON, former brand advertising manager for Schenley Distille Corp., New York, appointed group account executive at Hirshon-Garfi Inc., New York.

HOWARD GOSSAGE, formerly promotion manager of KLX Oakland, Cali joins copy department of Charles R. Stuart Adv., San Francisco.

SIDNEY B. WOLFE, associated with I. T. Cohen Adv., Washington, for t years, becomes television director for agency. He will be in charge of television activities, programming and sales.

JEROME B. GRAY, senior partner and founder of Gray & Rogers, Philadelph named to board of corporators of The Women's Medical College. Gray was recently named chairman of public relations committee for 19 Read Feather campaign and public relations chairman of the Southeaste Pennsylvania chapter of American Red Cross.

E. BENNETT KOLB, formerly with Young & Rubicam, New York, and f nine years with Marschalk & Pratt Co., New York, as account executive joi Robert W. Orr & Assoc., also New York, as copy supervisor.

DON BELDING, chairman of the board of Foote, Cone & Belding, Los Angele named president of a new non-profit, non-partisan, organization, Freedo Foundation Inc. New group will sponsor annual cash awards to America making "greatest contribution to a better understanding of the Americ way of life."

FRED BYRON named treasurer of Guild, Bacom & Bonfigli, San Francis He formerly was with an eastern accounting firm.

SAMUEL MEEK, vice president and director of J. Walter Thompson Co., Ne York, awarded Navy's Distinguished Public Service Award for his "outsta ing services to the United States of America during the past war."

ARTHUR SEGAL has resigned as production manager of Bass-Luckoff Hollywood to freelance.

VINCENT ROWE, show supervisor on *Betty Crocker Magazine of the A* for Dancer-Fitzgerald-Sample, New York, and Harriette Gifford annou their marriage.

DEAN SIMMONS, owner of Hollywood advertising agency by that na awarded scroll of appreciation by Paralyzed Veterans Assn. chapter of V erans' Administration, Birmingham Hospital, Van Nuys, Calif.

AGENCIES changing location: **Botsford, Constantine & Gardner,** San Fr cisco, to 156 Montgomery St., July 31; **Raymond Keane Adv.,** Los Angeles. La Brea Professional Bldg., 624 S. La Brea, phone Webster 3-8759; **Smi Smalley & Tester Inc.,** New York, to 12 E. 44th St.

BURTON HOLMES, termed the "world's most famous traveler," checks fi ing script for TV series Sarra Inc., Chicago, is producing for the Santa Railway, with Clair Callihan, TV director of Leo Burnett agency, also Chic The 13-week series, which will take the air this fall, is also planned by (l around Mr. Holmes and Mr. Callihan) Joseph G. Betzer, Sarra's film plan director; Fred Thornton, Burnett account executive; Thayer Soule, Mr. Hol assistant; Frederick Gately, director; Wayne Langston, assistant dire and Harry W. Lange, production manager, all of Sarra.

Business Is Always Better In Washington!

Example: Latest Federal Reserve department store sales report (Jan.-May) 1949 vs. 1948 shows United States down 4% but Washington up 3%.

Washington D.C.'s 50,000-Watt Station

Represented by Radio Sales

WTOP

THE WASHINGTON POST—CBS STATION

XUM

Big Favorite
with Indiana
listeners

Luke Walton

Another important WISH "personality" featured in our long string of successful shows programmed locally.

Ace sports announcer, commentator and interviewer

Action, Interest, and Sales . . . begin when Luke Walton goes on the air. A colorful fellow whose unique style of reporting local and national sports events keeps local ears "glued like magic" to WISH.

Yes . . . Luke Walton makes another hit . . . as WISH goes all out to give every sponsor more than he bargains for in actual sales results.

WISH

1310 kc INDIANAPOLIS · A-B-C NETWORK

FREE & PETERS, *National Representatives*

George J. Higgins, General Manager

New Business

WORTHINGTON PRODUCTS, New York (drug firm), appoints William von Zehle & Co., New York, to handle merchandising and advertising for Sleep-Eeze (sleeping pill). Radio will be used in 18 test markets with sign-offs and all night programs, starting July 11. More markets are contemplated.

G & W REFRIGERATION Co. (ice machines), **Associated IRON & METAL Co.**, and **FIDELITY ROOF Co.**, all of Oakland, Calif., appoint Ad Fried Agency, same city, to handle advertising. G & W to use television, others will use radio.

STANDARD OIL Co. of Indiana signs contract to air all U. of Colorado football games this fall on KOA Denver. This is third consecutive year Standard Oil has sponsored games on KOA.

GORDON BAKING CO., New York, Chicago and Detroit divisions, appoints N. W. Ayer & Son, Philadelphia, to handle its advertising. Media plans being studied.

RUBY CHEVROLET, Chicago, names W. B. Doner & Co., Chicago, as its agency. Radio and television will be used.

STERLING DRUG INC., New York, renews its time order on Lourenco Marques Radio, South Africa, on behalf of Danderine, Phillips Milk of Magnesia, Glostora, Phillips Dental Magnesia, Andrews Liver Salts, Califig, Bayer Aspirin and Watkins Mulsified Cocoanut Oil Shampoo. Firm uses total of three and three-quarter hours weekly of program time on the station, plus spots, according to Pan American Broadcasting Co., New York, international radio station representative.

DIXIE FRY, Los Angeles (seasoned flour), appoints Dan B. Miner Co., that city, to handle advertising. Radio is expected to be used in Los Angeles and San Francisco in the fall.

W. A. SHEAFFER Pen Co., Fort Madison, Iowa, will sponsor quarter-hour *Enchanted Piano* television show on KTLA (TV) Los Angeles and on as yet undetermined number of Eastern TV stations. Program will be kinescoped in Los Angeles for Eastern showing. Agency: Russel Seeds Co.

BLOCK DRUG Co., Jersey City, N. J., appoints Redfield-Johnstone Inc., New York, to handle advertising of Stera-Kleen Denture Cleanser in addition to seven Block Drug products now serviced by agency.

VAN S. LABS., Oakland (Dentrix tooth powder), launches regional campaign on stations in San Francisco, Portland, Seattle and Los Angeles. Agency: Brisacher, Wheeler & Staff, San Francisco. **Bob Van Norden** is account executive.

SCHREIBER MILLS Inc., St. Joseph, Mo., appoints Buchanan-Thomas Adv. Omaha, to handle its advertising. Radio will be used.

INTERNATIONAL SALT Co., New York, appoints Duane Jones Co., New York, to handle advertising for Sterling Salt and other International Salt Products effective Oct. 1.

Adpeople • • •

GERHARD EXO, former director of merchandising and account executive at Day, Duke & Tarleton, New York, appointed advertising and sales promotion manager for Diamond Crystal-Colonial Salt Div., of General Foods Corp., New York. He was previously account executive with Maxon Inc., Detroit.

J. A. FOUCHE, formerly manager of diversified products sales for Seiberling Rubber Co., Akron, Ohio, named assistant director of advertising and merchandising for same firm.

Network Accounts • • •

AMERICAN TOBACCO Co., New York, purchases CBS package, *Leave It to Joan* for sponsorship in fall. Starring comedienne Joan Davis, show is currently summer sustainer, replacing first half-hour (9-9:30 p.m.) of *Lux Radio Theatre*, Monday, 9-10 p.m. Show will be sponsored by Roi-Tan cigars Friday, 9-9:30 p.m. effective Sept. 9 on the full CBS network. Agency: Lawrence B. Gumbinner, New York.

25th Anniversary Year

1924 - 1949

TO RADIO LISTENERS in Southeastern Ohio WHIZ is an old friend—a friend welcome and influential in every home.

For a quarter-century WHIZ has served Zanesville and all Southeastern Ohio with programs and services particularly designed for specialized local appeal.

After 25 years what do our listeners think of us? According to Mr. Hooper WHIZ is one of the highest Hooper rated stations in the nation—an average of almost 60% share of audience.

After 25 years how is WHIZ accepted by local retailers? Over 60 retail accounts have been advertising regularly on WHIZ for 5 years or more.

On the threshold of its second quarter-century, WHIZ is preparing to bring television to its thousands of friends in Southeastern Ohio—a promise of continued progress and service through the years.

Affiliated with NBC

WHIZ

VERNON A. NOLTE, MANAGING DIRECTOR

XUM

for profitable selling—
INVESTIGATE

WDEL
WILMINGTON
DEL.

WGAL
LANCASTER
PENNA.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

A SPORTING event such as Grand Rapids, Mich., never before has seen was staged in that city last month with exclusive broadcast rights going to WGRD Grand Rapids. In fact, the station promoted the entire event and furnished the chief—and as far as is known the only—contender for the title of Champion Lawn-Mower.

It all started when Bob Whitcomb, m.c. of the station's popular *Polka Time* program, mentioned on the air that it was rumored Joe Wallescheski needed a new lawn mower as there had been complaints by neighbors that his mower was noisy. Mr. Whitcomb—or Jasiu, as he is known to his listeners—suggested that it might be a good idea if the man bought a new mower and, of course, from the Ball Park Hardware Co. which is one of the *Polka Times* sponsors.

An hour later Jasiu received a phone call informing him that Mr. Wallescheski was going to purchase a mower from the Ball Park firm, provided Jasiu would come out and mow the lawn. The m.c. accepted the challenge.

Listeners began to call the station asking if they would be al-

(Continued on page 78)

Surrounded by assistants and spectators, Jasiu takes another row.

* * *

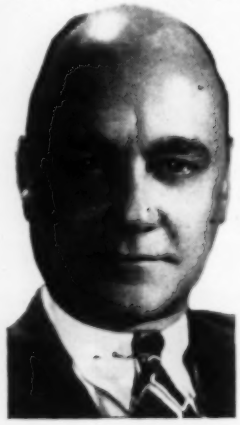
On All Accounts

SOUTHERN lingo and hospitality have clung to Gene Hoge, assistant sales manager at NBC's Central Division, as persistently as the Spanish moss on trees he used to climb during preadolescent days in the hills of Kentucky.

Eugene Morris Hoge was named in keeping with the dignity of his father's position as president of the State National Bank of Frankfort, (Ky.), out of reverence and nostalgia for his grandfather, a Kentucky distiller. Like them, Gene was born a rebel. Unlike them, he developed what was there to begin with into a one-man revolution.

It started when he was 13. In a quick six years he traveled through the hallowed halls of Swarthmore Prep in Pennsylvania, Castle Heights Military Academy in Tennessee, and Washington & Lee U. in Virginia. After building up an all-too extensive (and expensive) acquaintanceship in the four-state, sub-Mason-Dixon-line area, Gene was recalled to his homesite, where his father had set-up an insurance business for him. Confessing that "my family always had trouble with me, although I never had trouble with them," Gene returned to sell insurance for seven years. "All small town boys, you know, go into insurance sooner or later. I just kept up tradition."

With business booming in the daytime, Gene switched his sales campaign to socializing at night, wooing and winning Elise Kidd, a girl he'd known all his life. After six years of typically southern living (complete with magnolias and mint juleps), they and their son, Eugene Jr., moved to Waynesboro, Va. A gadget-making brother-in-law, who then concentrated on manufacturing kitchen stoves, hired Gene to do some super-selling among the coal miners of Virginia and West Virginia.



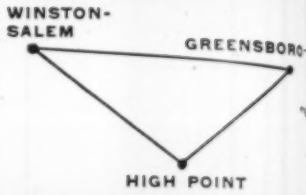
GENE

Those days are still black in his memory, lightened only by recollection of a major selling victory. General Electric had sold only half a dozen electric stoves in one year. Gene—with his soft-spoken rebel drawl—wangled a whole carload of orders, converting the coal-diggers en masse to electricity.

GE executives, curious to meet the one-man competition, asked him to visit the Chicago offices and discuss a sales job. After arriving in the big city, Gene looked up Melvin Traylor, a friend of his

(Continued on page 17)

NORTH CAROLINA'S GOLDEN TRIANGLE



NO. 1 MARKET IN THE SOUTH'S No. 1 STATE

288,700 People*

$271,683,000. Retail Sales

$410,987,000. Buying Income

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.

Saturated by
THE STATIONS MOST PEOPLE LISTEN TO MOST!

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
Represented by
HEADLEY-REED COMPANY

MATCH THIS SALES RECORD!

458 NEW ACCOUNTS* SOLD IN 4 WEEK'S PERIOD

** All outside Waterloo area.*

KXEL

IOWA'S MOST POWERFUL ABC OUTLET

THE STATION THAT HAS CHANGED LISTENING HABITS IN IOWA

Business is good at KXEL!

If we can sell 'em—you can sell 'em.

KXEL's tremendous acceptance makes it easy to break down today's "ouchy" buyers.

The folks in Northeast Iowa have plenty of money to spend. KXEL has the "know how" to get it.

We believe we can make more money by wearing out shoe leather than shining the seat of our pants.

These 458 new accounts, all outside of Waterloo, prove that the KXEL extended area is ripe for selling. You need KXEL, serving the richest area in Iowa, to get the biggest slice of the Iowa dollar. The latest Conlan Survey shows KXEL holds up to 54.3% of the listeners as far away as 97 miles from the transmitter.

National advertisers contact Avery-Knodel today for complete story.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY

WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa

How This Buyers' Market Can Mean

By HUGH M. BEVILLE Jr.
DIRECTOR OF RESEARCH, NBC

IT IS apparent to everyone, I think, that the sellers' market is definitely over, and for the next few years American industry will definitely be exposed to a buyers' market. This naturally means that the advertiser will be doing everything possible to deliver his product to the consumer for the lowest possible price.

We in radio are well aware that the manufacturer is watching his advertising budget closely — and making sure that he is getting the maximum return for that expenditure.

In view of recent economic trends, the NBC Research Dept. has been actively engaged in building a carefully documented comparison of the various media—a comparison which reveals that radio today is a better buy for the advertiser than ever before. At the same time we have been working on projects that show the advertiser who has used radio for a number of years how he can make radio pay off better by producing more effective commercials and programs.

Essentially, our resources have been concentrated on five basic points about radio today—and they establish that:

(1) Radio has a powerful hold on the American public.

(2) Radio offers a vast bonus circulation.

(3) Radio is unmatched in its ability to cover all markets.

(4) Radio is well adapted to reach specialized markets.

(5) Greater returns are guaranteed the advertiser by a constant re-evaluation of commercials and programs.

To indicate how research is documenting each of these five arguments, I should like to discuss a few of the projects that NBC research and allied organizations have undertaken during the past few months.

The all-important point that radio has a large and lasting hold on the American public is shown by a new appraisal of the public attitude toward the mass media of entertainment, made by *Fortune*. The *Fortune* survey, a nationwide investigation released in March 1949, comes up with fresh and pertinent information for advertisers everywhere.

Listening to radio is the recreational activity that most people enjoy most. According to the *Fortune* survey 54% of all women interviewed and 51% of the men name radio listening as their favorite way of spending spare time. The next preferences listed fell far below the mark set by radio. *Fortune* also reported that 70% of all persons said they are listening as much or more than they did a few years ago—and the listeners are right. They *are* listening more. Both Hooper and Nielsen indicate a rising trend in radio

No. 2 . . . The Analyst

listening over the years, thus providing further evidence of radio's preferred position with U. S. listeners.

Nielsen data reflects a 52% increase since 1943 in total hours of listening per day by all families. Hooper reports a gain of 59% over the same six-year period. These increases stem from the growth in total radio families and also the greater amount of time devoted to radio by the average family today. Behind all this is the purchase of more than 40 million radios (AM, FM) by U. S. listeners during the post-war period. Certainly such evidence of radio's place in the American home should be an inducement to any advertiser facing a buyers' market.

Figures recently compiled by NBC show that radio offers a vast bonus circulation to the advertisers for two important reasons:

(a) There has been no general network rate increase since 1939.

(b) There are more sets in the home, business places, in the car, and in the form of portable radios than ever before.

In 1940 the NBC network cost per thousand ran about $0.72. In 1949 the cost per thousand was $0.56 or a 22% decrease. This is not true of most other media. For example, the cost per thousand for the largest weekly magazines has jumped 17%, while daily newspapers are up 7% since 1940.

The listening which is done outside the home has been largely overlooked by the buyers and sellers of radio time, usually because there is a shortage of reliable information on this bonus audience. Recently, however, research has directed considerable attention toward this outside listening which advertisers are getting.

For instance, a new survey reported by station WNEW New York reveals that 28.7% of all New Yorkers listen to radios outside of their homes on the average day—this represents a bonus audience of about 2.9 million listeners per day in the metropolitan area surveyed. In Baltimore a March study of radio listening in places of business, conducted by Johns Hopkins U., indicates an average audience in Baltimore shops amounting to 14,000 persons during the 3 to 4 p.m. afternoon period.

Also, the bonus audience in Washington, D. C., has recently been measured by WRC, NBC's affiliate there. The WRC study determined, among other things, that 156,000 persons in the metropolitan area listen to auto radios on a typical weekday. Their average listening time while riding in their cars amounts to 50 minutes daily.

These three studies all point to the inescapable conclusion that radio reaches far beyond the home, that its audiences are substantially greater than revealed by any of the current rating services.

The new American market comes closer than ever to being a real national market—regionalism, extremes in income levels, and diverse living standards are becoming less marked. As a result the national advertiser's customers are *everywhere*. Radio's audience is likewise everywhere, which places this medium at the top in selling to America.

Radio has an unmatched ability to cover all markets in the country. Latest BMB figures give conclusive

JOINING NBC in 1930, when he helped form the network's statistical department, Hugh M. Beville Jr. was named chief statistician of NBC in 1935 and later was made research manager. On his return from wartime service as chief of counter intelligence for the First Army with the rank of lieutenant colonel, he was appointed director of the NBC research department which was made an independent unit at that time. He is a member of the network advisory group of the NAB Research Committee, American Marketing Assn., Market Research Council and American Statistical Assn.

proof to this. Between 94 and 95% of families own radios. Of America's 11,140,500 upper income families 98.6% make up that group's listening audience. The medium income group totals 17,208,800 families of which 97.4% are listed by BMB as radio families. Even in the lowest income group, which totals 11,607,700 families, 85.1% are radio owners. Comparable data for the printed media reveals substantial gaps in coverage. For example, the 1947 NORC survey revealed that two-fifths of the adult population did not read any magazine regularly.

We are not only demonstrating radio's ability to reach mass markets; we are also developing new research to illustrate that it is also a selective medium, through proper selection of programming. Radio is perhaps singular in its ability to reach specialized markets. According to the NBC Gilbert Youth Survey for the 13-19 age group, which was recently released, we find that 64% of the teenagers have their own sets and 60% use them daily. It is this listening that is only partially reported by any current rating service. Only 26% of the youth sample checked by the NBC Gilbert Survey testified to listening over the family radio. This listening audience possesses considerable buying pow

INCREASE IN RADIO LISTENING

1943

1949

59% INCREASE, SAYS HOOPER

52% INCREASE, SAYS NIELSEN

Business for Broadcasting . . .

RADIO TODAY offers a better buy for advertisers than ever before. That was one of the conclusions reached by Hugh M. Beville Jr., NBC research manager, in the accompanying article.

The article is one of a series on the general subject: "How a Buyers' Market Can Mean Business for Broadcasting." The first was written from the manufacturer's viewpoint by John W. Craig, vice president of the Avco Manufacturing Corporation and General Manager of the Crosley division. It appeared in the July 4 issue.

In the accompanying piece Mr. Beville attacks the problem from the standpoint of the analyst. Some of the answers he has found may easily be adapted to the problems faced by the broadcaster who must convince the advertiser of the value of a strong sales appeal.

We suggest that each article of the series be clipped, as it appears, so that the entire series can be used for reference.

. . . The Editors

er of interest to every advertiser. The survey reveals that the average weekly buying power for boys is $14.65, as compared to $10.77 for girls. Projection of these figures indicates that the purchase impact of the American 13-19 year olds exceeds $8 billion annually.

Another excellent example of radio's ability to reach specialized markets is found in a survey made by Ohio State U. among Columbus housewives. Coincidental telephone calls conducted between 7:30 a.m. and 6 p.m. during April reveal that whatever their household activities may be, the home-makers are listening in large numbers. Among women found to be resting or relaxing, an average of 58% were listening to their radios. Other activities: While ironing, 48% were listening; while washing dishes, 41% were listening; sewing, 40% listening; preparing meals, 34% listening; and eating meals, 33% listening. These figures furnish strong evidence of radio's ability to reach and hold urban wives. Radio's strength among rural housewives is undisputed.

All these figures I have listed so far offer an inducement for any advertiser to use radio, whether he seeks a mass audience or a special segment of the audience; but it should be remembered that the decision to use this medium must be followed by the presentation of effective and creative commercials and programs.

I'm sure many advertisers have been reading with great interest the recent reports released by the Schwerin Research Foundation. NBC research has sponsored and worked closely with the Schwerin organization. We feel it is an important element of our network responsibiity to encourage research which will enable advertisers to use radio with maximum effectiveness. Horace Schwerin has recentjy stated his studies show that as much as 50% of the effort in radio broadcasting is waste.

He pointed out four major areas of wasted effort in radio:

(a) Shows that aren't given enough time to build an audience.
(b) Shows that never should have been put on in the first place.
(c) Shows that cost too much.
(d) Commercials which render the listener psychologically deaf.

To the above I should like to add (1) selection of a show which does not reach the primary prospects for the product and (2) improper placement of a program to reach the largest audience of buyers.

Here, then, is a vast area in which qualitative research can contribute to the more effective use of radio by advertisers who now must make every dollar count. There is much that can be done by such research to point up radio's unique ability to select a large audience of prospects and enable the manufacturer to talk directly to them in convincing terms about the merits of his product.

There are, of course, numerous other research results which are valuable to the time salesman in today's buyers' market. Nevertheless, I believe the strong evidence which we have provided to demonstrate (1) radio's hold on the public, (2) radio's vast bonus circulation, (3) the unmatched market coverage of radio, (4) the flexibility of radio to reach specialized markets and (5) the possibilities for more effective commercial utilization of the aural medium are basic to our 1949 sales efforts.

They prove conclusively, I think, that radio is as effective a sales tool today as it has been at any other time in its history and that it can be even more effective if research findings are properly used.

On All Accounts

(Continued from page 14)

father. Mr. Traylor, other than being "a real fine guy," also happened to be president of the First National Bank and a board member of GE and NBC. He eliminated GE's role in the future of Mr. Hoge by arranging an introduction with Niles Trammell, then head of NBC's Central Division. Mr. Trammell, himself a Confederate, drawled along with Gene and recommended him to I. E. Showerman, then sales manager and now division chief. Gene's "bright looks belied his penchant for radio," one of his associates recalls, and he was hired in June 1929.

Within a year he was named night manager and assistant to the vice president. For the next three years he spent most evenings culling beautiful females from lengthy lists of guide applicants, thus gaining a nationwide reputation for the division. When the strain became too great, he went to KOA Denver as sales manager. Eighteen months later he returned to Chicago and the glamorous guides to join the network sales staff. He's been there ever since.

Gene has worked on every division account at one time or another, and is credited with introducing to broadcasting the Great Northern Railroad and the Florsheim Shoe Co. Other accounts he has handled —Princess Pat, Colgate, Fitch, Wander Co. (*Little Orphan Annie*), Fendrich, Pepsodent, Carnation, International Harvester and Sheaffer Pen.

Named assistant to Sales Manager Paul McCluer three years ago, Gene now spends most of his time organizing presentations and supervising work of the network salesmen, although he still handles General Mills, Brown & Williamson and Minnesota Valley Canning Co. Major shows on which business is handled through the Central Division are Raleigh Cigarettes' *People Are Funny*, General Mills' *Today's Children* and *Light of the World*, and Minnesota Valley's *Fred Waring Show*.

He commutes daily from North Shore Evanston, where he, his wife and son spend the summer months storing up wood to be used in their five fireplaces during the winter. As a relief from wood-gathering, all three look forward to northward treks 535 miles to Hayward, Wis., site of Gene's prize 35-pound Muskie catch. In true unsportsmanlike style, he ordered it cooked instead of stuffed as decoration for one of the fireplaces.

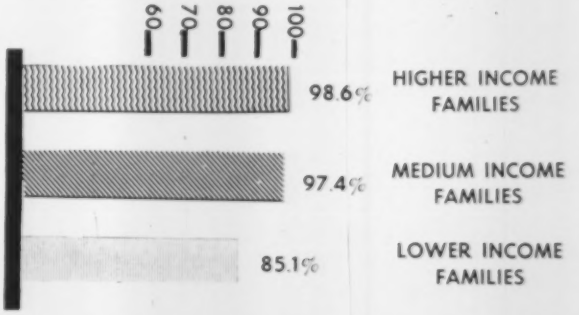
RADIO FAVORITE AMUSEMENT

SAY:

51% OF MEN	54% OF WOMEN
OTHER AMUSEMENTS—	OTHER AMUSEMENTS—
WATCHING SPORTS	NEEDLEWORK
VISITING FRIENDS	VISITING FRIENDS
PARTICIPATING IN SPORTS	READING BOOKS
MOVIES	MOVIES
PLAYING CARDS, ETC.	READING MAGAZINES

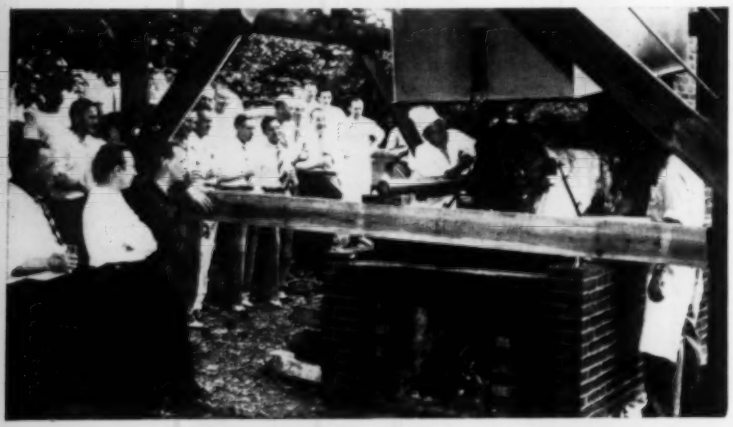
RADIO—THE UNIVERSAL MEDIUM

RECEIVERS ARE OWNED BY—



Radiorama

ARRIVING in Bermuda for prize vacation are winners in competition sponsored by ABC's co-op sales department among affiliated stations (l to r): Otto Brandt, natl. dir. of station relations; Ted Oberfelder, dir. of adv., prom. and research; Harold Vigue, WTVL Waterville, Me.; Harold Day, ABC co-op program sales mgr.; Bill Wylie, station relations; Bob Walker, WCHV Charlottesville, Va.; Dennis Gerken, WCRO Johnstown, Pa.; Vic Doty, WJZ New York; Fred Elsethagen, KVOS Bellingham, Wash.; Pat O'Halloran, KPQ Wenatchee, Wash.



EXAMINING mail pull from contest sponsored by Golden State Baking Co. Fresno, Calif., are George Ballas (l), partner in firm, and Gene Chenault KYNO Fresno manager. In introducing a new loaf of bread into local market Golden State offered $500 prize in competition to select a name for the bread. Of the $1,200 budget appropriated for the contest, some $600 was spent on KYNO spots and programs in two weeks. Campaign pulled close to 65,000 letters.

HIGHLIGHT of KDKA Pittsburgh's annual advertisers' barbeque was a 580-lb steer, cooked for 28 hours before serving. KDKA was host to over 200 of area's leading advertisers and agency men at all-day outing in North Park.

PLEASED over WXKW Albany, N. Y., renewal of its ABC affiliation are (l to r): Seated—Ernest Lee Jahncke, ABC vice president; Stephen R. Rintoul, WXKW president; standing—Gren Rand, WXKW commercial manager; Eugene Fitz-Patrick, promotion manager.

CONVERSING after a meeting of the Denver Ad Club are Gene McKim (l), club president, and Hugh B. Terry, vice president and general manager, KLZ Denver. Mr. Terry spoke to club about his trip to Paris as official American radio representative at UNESCO House.

SPONSORSHIP by First National Stores Inc., food chain, of *Guy Lombardo Show* on entire New England Regional Network starts this month. Completing plans are (l to r) Walter Johnson of NERN; John C. Dowd, pres., John C. Dowd Agency; Dana Baird, Boston mgr., Weed & Co.

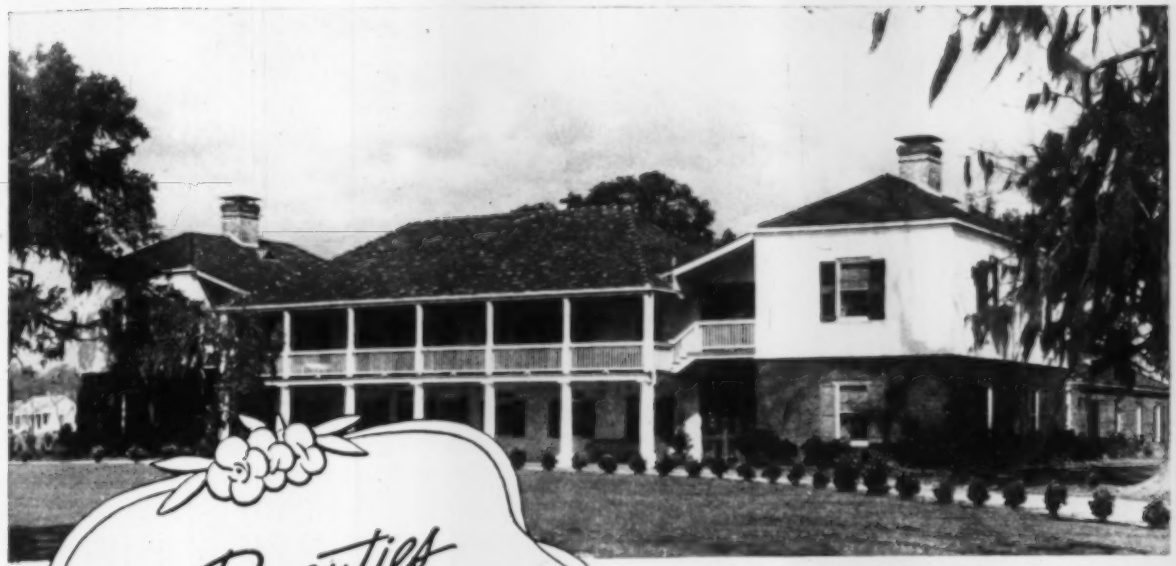
MEMBERS of National Assn. of Radio Farm Directors, visiting Detroit industry, see plans for new Dearborn Motors Corp. construction. L to r are: Thomas Farrell, Dearborn vice president; Marshall Wells, WJR Detroit; Hal Totten, WGN Chicago.

KEY figures in the CBS integration of AM and TV broadcasts in the area of fact and opinion [BROADCASTING July 4] are (l to r) Lyman Bryson, Red Barber, Davidson Taylor, Wen Michel and Edmund Chester. News and public affairs operations will be combined.

WELCOMING ABC correspondent, Gordon Fraser (l), to Lawrence, Mass., for centennial event of his alma mater, Lawrence High School, are Harold B. Morrill (r), WLAW Lawrence gen. mgr., and Fred Laffey, WLAW chief announcer.

DAN SINKLER (l) of Eastern Airlines points out route of Silver Fleet to Frank Gaither, commercial manager, WSB WSB-TV Atlanta, Ga. Airline has signed for 52-week sponsorship of WSB-TV newscast, Mon.-Fri., 7:45-8 p.m.

XUM



3 Beauties of the Deep South

1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

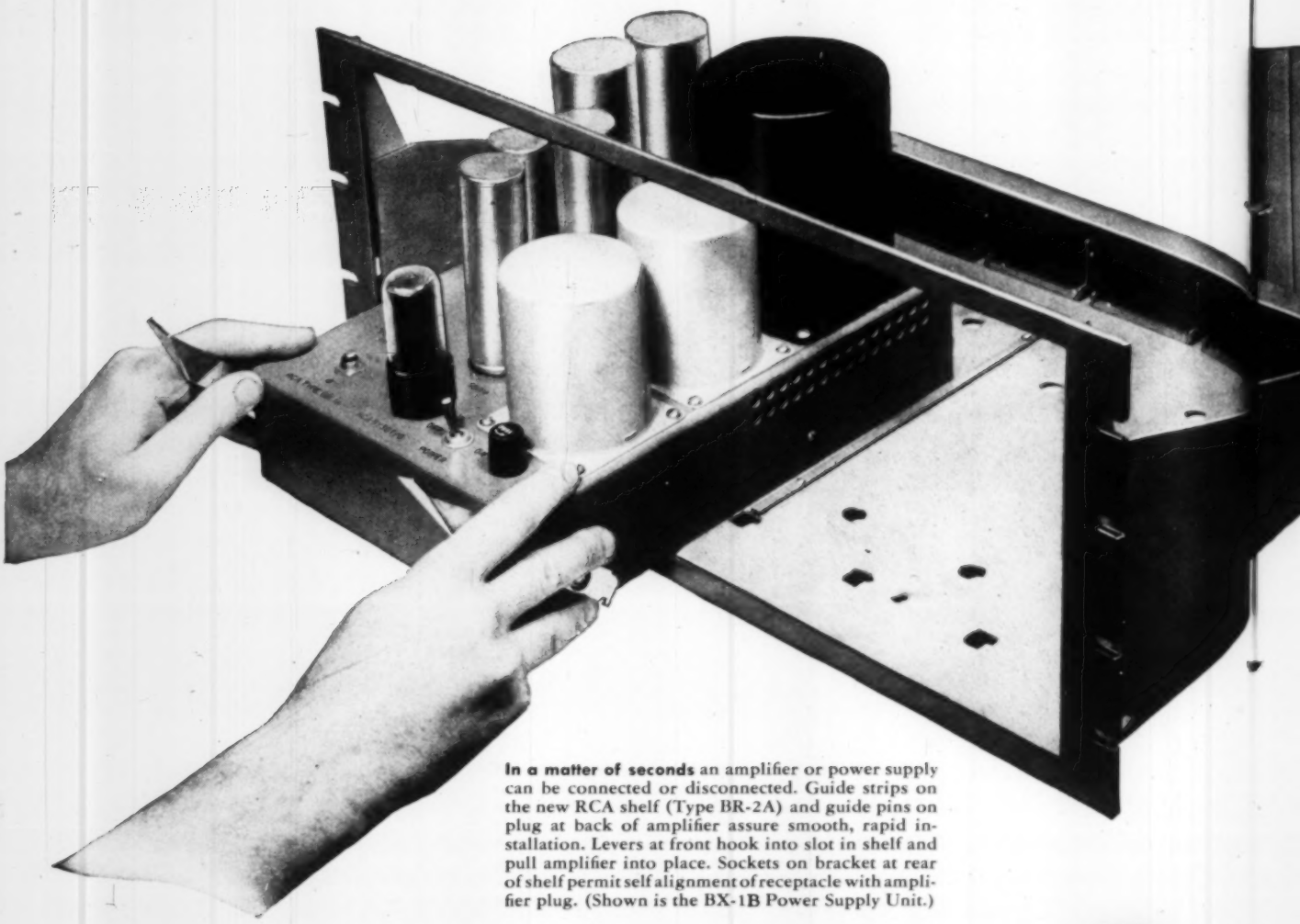
3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

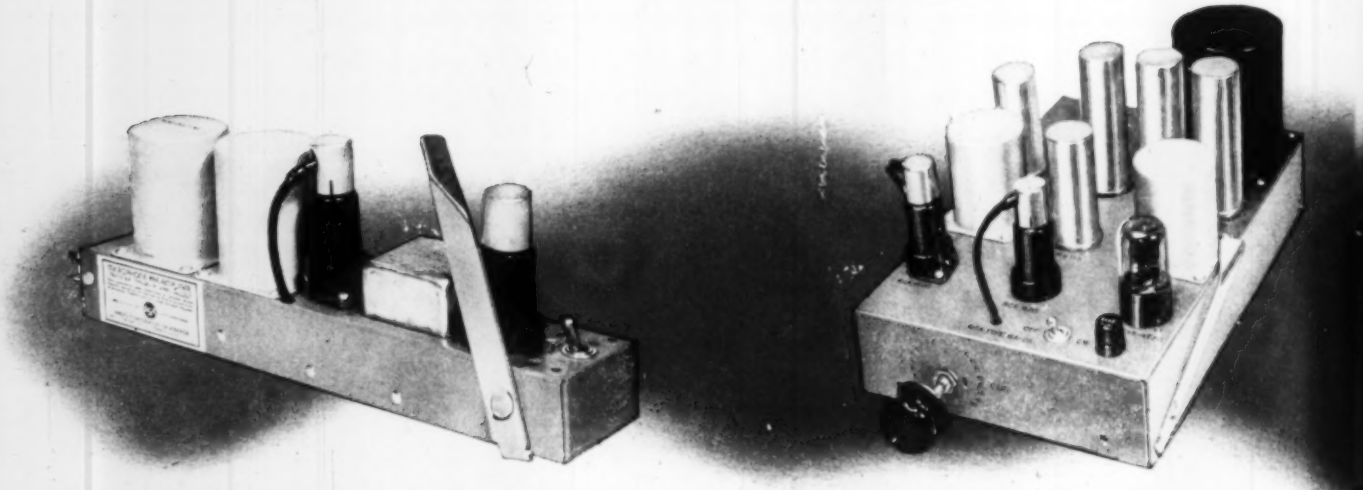
BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

XUM

RCA "PLUG-IN" amplifiers



In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into slot in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1B Power Supply Unit.)



Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. *High gain:* 40 db. *High output:* +10 db. *Low noise level:* −80 db. *Low distortion:* 0.5% rms, 50 to 7500 cycles. *Isolation factor:* approx. 90 db; over 100 db with special Volume Control Kit. *Frequency response:* ±1 db, 30 to 15,000 cycles. *Small size:* six units will fit on a 36-B or new BR-2A shelf!

Booster Amplifier (Type BA-2C)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. *High gain:* 50 db. *Low noise level:* −68 db. *Low distortion:* 0.75% rms, 40 to 15,000 cycles. *Frequency response:* ±1.5 db, 30 to 15,000 cycles. *Compact:* two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.

XUM

for quick interchanges—and easy maintenance

The RCA Type BR-2A Shelf fits any standard rack; takes 8¾ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.

All units available for immediate delivery

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. Descriptive leaflets are yours for the asking. Write: Dept. 19GB, Audio Equipment Section, Radio Corporation of America, Camden, N. J.

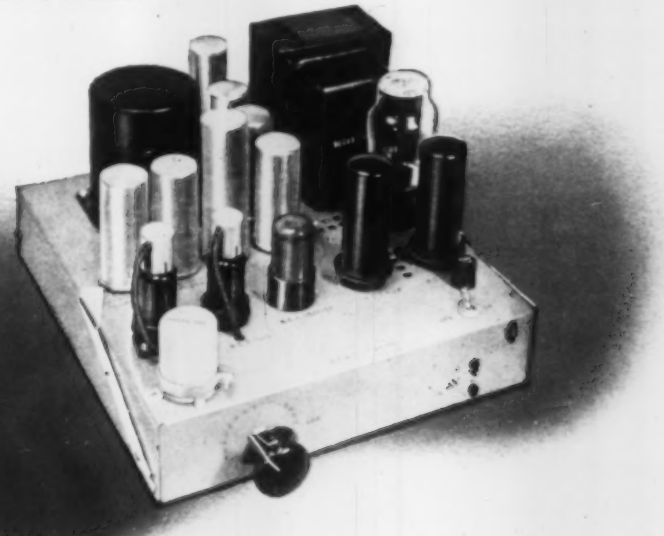
BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Program Amplifier (type BA-13). The most versatile high-fidelity amplifier ever designed for broadcasting. Ideal as a program or line amplifier, bridging amplifier, isolator amplifier, cueing or monitoring amplifier. Improved layout for greater accessibility; "plug-in" electrolytics for ease in servicing. *Output,* 2 watts (approx.). *Higher gain,* 65 db for matching input; 28 db for bridging input. *Lower noise level,* −82 db (with max. gain). *Lower distortion,* less than 0.5 to 1% rms, depending on output level. *Frequency response,* ± 1 db, 30 to 15,000 cps.



Monitoring Amplifier (Type BA-4B)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. *High gain:* 105 db. *Low noise level:* −20 db (with maximum gain); −40 db (with minimum gain). *Low distortion:* less than 3% at 12 watts. *Frequency response* ±2 db, 30 to 15,000 cycles.

XUM

IT'S EASY, IF YOU KNOW HOW!

YES, the hand is quicker than the eye, but down here in Deep Dixie, the *ear* is quicker than either. An extra "r" in the accent, or a little lack of tact about several subjects—well, *you* know . . .

We of KWKH are Southerners. We talk *and think* like all the rest of our people down here.

For 23 years we've studied our audience, and the results are reflected in our Hooper ratings. For March-April, 1949 our showing for Total Rated Periods was 38% better than our next "competitor."

Whatever you have to sell in our market, KWKH is your best radio buy. We can *prove* it. Interested?

KWKH

SHREVEPORT **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 37, No. 2 WASHINGTON, D. C., JULY 11, 1949 $7.00 A YEAR—25c A COPY

HECHT SUCCESS

Radio Puts Over Big Store's Branch

By J. FRANK BEATTY

HECHT Co., Washington's largest department store — and one of the nation's largest, too—decided two years ago to take a daring gamble.

While the entire retailing world cast rather fishy eyes at such effrontery, the Hecht Co. decided to build a complete store with 160,000 square feet of selling space in the capital's suburban community of Silver Spring, Md.

Hecht Co., however, let others do most of the worrying once it had decided to go ahead with its project. For store officials had worked out a plan—a broadcast plan.

In a nutshell, Hecht Co. bet on Maryland's second city and won, protecting its wager by taking out radio insurance.

Famed nationally as a promotional store with a million dollar advertising budget, Hecht Co. naturally backed up its wagering propensity with some of the finest know-how in all retailing.

Store officials realized that the community was dubious about the whole project, especially the local businessmen. The main problem was to find a way into the hearts of the citizens of this fast-expanding area. Radio supplied the solution.

The result is retailing history. Opening the Silver Spring store in late 1947, the Hecht Co. set a goal of $5 million in sales for 1948. It reached the goal and went on to attain the amazing total of $7.5 million for the first year.

While Washington's four dailies circulate widely in Silver Spring and environs, the area lacks its own daily newspapers. And since both stores carry identical merchandise, Hecht Co.'s five-million lines of space per year in the four Washington papers therefore blanket most of the area.

WHEN the Hecht Co. planned its suburban store in Silver Spring, Md., just outside Washington, it knew that the weakest place in chain store operations is community identity. Such stores seldom used local radio or newspaper advertising. So the Hecht Co. took the logical way of winning a place in the community. It turned to radio as its principal medium. The results? Hecht Co. went 50% over its sales goal.

Mr. ROTTO

Mr. SHLESINGER

But The Hecht Co. felt it needed additional advertising to reach the 100,000 people living in the fringes of its logical trading area. To reach these 100,000, the Hecht Co. turned to radio rather than to the host of weeklies scattered in Montgomery and Prince Georges Counties, adjacent to District of Columbia.

The success of radio in drawing suburban and rural traffic to Silver Spring is in no small way responsible for the Hecht Co.'s surpassing by 50% its estimated volume of $5 million for the first year its Silver Spring store was in operation.

As opening day drew near in October 1947, Hecht officials went into their planning conferences with the knowledge that the store had developed a 50-year reputation for community service.

The problem, then, was to establish the same sort of reputation in Silver Spring in a short time. Looking around for the right advertising vehicle, Hecht executives talked over their problem with Joseph L. Brechner, general manager of the then 10-month-old WGAY Silver Spring, 1 kw daytimer on 1050 kc, a community-minded station, and Harwood Martin Advertising Agency, handling the Hecht account.

Out of their conferences developed the *Community Reporter*, a noon quarter-hour that won national recognition its first year in the form of the National Retail Dry Goods Assn. grand prize in the general family class of programs for Class A stores, grossing over $15 million a year [BROADCASTING, Jan. 17].

The first Hecht broadcast in Silver Spring was heard Oct. 15, 1947, two weeks before the huge store opened. The objective, of course, was to establish the store as a service to the community.

Promptly at noon the *Community Reporter* took the air—and still does, for that matter—with a one-minute summary of news. Coming in order are local weather, six minutes of local news, the Community Club bulletin board listing all types of meetings and events, a guest speaker (they write their

(Continued on page 64)

NAB REVAMPING

Plans Top Board Agenda

NAB'S Board of Directors opens its summer meeting today (Monday) confronted by a list of industry and association problems mostly centering around reorganization and BMB. The meeting is being held at Wentworth-by-the-Sea, Portsmouth, N. H.

Prior to the full board session, several of its subcommittees were to meet. The Structure Committee, headed by Clair R. McCollough, WGAL Lancaster, Pa., had slated an all-day session Saturday.

The Finance Committee, of which John F. Meagher, KYSM Mankato, Minn., is chairman, planned to meet Sunday. The By-Laws Committee, of which Hugh B. Terry, KLZ Denver, is chairman, also was to meet, and possibly the Membership Committee, headed by Gilmore R. Nunn, WLAP Lexington, Ky.

One board vacancy is to be filled. It was created by resignation last spring of Harry Bannister, WWJ Detroit, at the time the station withdrew from the association. Under the by-laws the board can name a successor to serve until District 8 holds its 1950 election.

The Structure Committee was to go over a number of suggested reorganization plans. They range from simple adjustment of the NAB organizational chart all the way to proposals for a separate group of functional (AM, FM, TV) associations under the wing of a top federation.

The board is to see a preview of the new slide film developed by BAB. The film will be shown to the trade for the first time next Thursday at BAB headquarters, 270 Park Ave., New York.

Tied into the reorganization project are such corollary matters as the proposed drive to obtain new NAB members, the disposition of Broadcast Advertising Bureau in the association structure, appointment of a TV director and the realignment of departmental functions.

Among ideas likely to receive study is a proposal that departmental clinics on a national or regional basis be held at least annually. Success of the recent NAB Program Clinic in Chicago [BROADCASTING, July 4] has stimulated interest in this plan. The clinic idea has been successfully used by NAB

(Continued on page 32)

XUM

DREW PEARSON

Signed by Adam Hats

ADAM HAT Stores Inc., New York, last week signed a contract to sponsor Drew Pearson over ABC next fall. The commentator had been dropped by his former sponsor, Frank H. Lee Hat Co., Danbury, Conn. [CLOSED CIRCUIT, July 4].

The Adam Hat sponsorship was negotiated by the William H. Weintraub agency which also acquired the Adam account from Madison Advertising, New York. The Lee account, which abandoned the Weintraub agency at the time it dropped Mr. Pearson, has moved to Grey Advertising, New York [CLOSED CIRCUIT, July 4].

Keeps Same Time

Mr. Pearson will be heard under Adam sponsorship in his usual time, 6-6:15 p.m., Sunday, beginning sometime in September. The transfer of the Adam account from Madison Advertising to Weintraub is effective Aug. 28.

In announcing his company's underwriting of the commentator, Elias Lustig, president of Adam Hat Stores Inc., described Mr. Pearson as "the finest medium for selling hats the industry has known in the past 25 years."

The Lee Hat Co. will continue in radio but "in a non-controversial way," Jack Beltaire, vice president of the company, said.

He added that "we, of course, have no intention of going off the air and will introduce a brand new show in September. It is a show that we believe will be one of the most exciting things that has ever happened in the men's wear industry."

Mr. Beltaire revealed in a letter to dealers that his company was dickering with Robert Montgomery as a commentator in a quarter hour program to start in September, and that "the chances are" it will be on ABC.

Drawn for BROADCASTING by Sid Hix

"I'd like to correct that last weather bulletin. . . . There's been a sudden change"

CARMINE

Promoted by Philco Corp. To Executive V. P.

JAMES H. CARMINE, vice president-distribution for the past two years, has been elected executive vice president of Philco Corp., it was announced July 7 by William Balderston, president.

Mr. Carmine, 47, a nationally known figure in the appliance industry, has played a leading part in the growth and expansion of Philco. He joined the company in 1923 as district sales representative in Pittsburgh and last year completed 25 years of Philco service. In 1932 he was named sales manager of the Midwest for Philco with headquarters in Chicago. He made such an outstanding record in that capacity that he was transferred to the Philco home office in Philadelphia in 1939 to become assistant general sales manager.

* * *

Mr. CARMINE

Two years later he was appointed general sales manager and in March 1942 was named vice president in charge of merchandising and elected to the board of directors.

Previous Capacity

Since January 1948 Mr. Carmine has been vice president-distribution, and in this capacity has been responsible for the development of all product lines, as well as the sales, merchandising and advertising activities of the corporation.

Over the years, Mr. Carmine has played a leading part in the development of the strong nation-wide Philco distribution organization of 130 wholesale distributors and over 25,000 retail dealers. He is a member of the executive, management and finance committees of Philco.

PLAGIARISM SUIT

CBS Loses in Calif. Court

IN a precedent setting decision, the California State Supreme Court has affirmed a $35,000 plagiarism judgment against CBS in behalf of Jack Stanley, Hollywood radio writer.

Mr. Stanley won damages on grounds that CBS *Hollywood Preview* was based on a program format idea titled *Walter Wanger Presents* which he had submitted to the network for consideration but was rejected.

A Los Angeles Superior Court jury originally had awarded Mr. Stanley the $35,000 with judgment later upheld by District Court of Appeal. CBS took case to the State Supreme Court which also affirmed. This is said to be first decision by any state supreme court affirming the verdict of a jury for misappropriation of a radio program idea.

Besides CBS, named in the suit were General Petroleum Corp. and Hal Hudson, then West Coast program director for the network.

MICHELSON SERIES

'Blackstone' Co-op Resumed

CHARLES MICHELSON Inc., New York package producer, last week announced the resumption of *Blackstone Magic Detective*, quarter-hour transcribed series, on a co-op 50-50 basis for the Blackstone Washing Machines.

The Blackstone Corp., prior to labor difficulties which have now been settled, according to the announcement, co-sponsored the series on 148 stations. The washing machine firm has termed the series as the most successful radio advertising campaign in its history.

Michelson Inc. has informed all stations that the series is now available for local sponsorship on a co-op basis for Blackstone dealers.

FOLEY'S SUCCESS

Finds TR Profitable

TRANSIT RADIO is proudly reporting the experience of Foley's department store of Houston, Tex., with the use of TR announcements via KPRC-FM Houston. Foley's bought $68 worth of announcements on June 20, the day after Father's Day, when the store did not open until noon—with two follow-ups the next morning. Items advertised were a $1 sport shirt, pillow cases and diapers. Each item was priced slightly under the regular price for the test; no other advertising was used; the items were not displayed; customers had to ask for them specifically.

On the first day, Foley's had 176 direct calls for the sport shirts from customers who bought 375 of them. On Tuesday only 10 or 12 shirts were left, none of them salable. The full stock of pillow cases (300) was sold out. By 3 p.m. Tuesday, five hours after the last TR spot, 30 dozen diapers had been sold and were still selling, while the other sold-out items still were being called for.

LANGUAGE GROUP

To Exploit Foreign Market

RALPH WEIL, WOV New York general manager, announced last week a five-man committee to head the Foreign Language Quality Group, organized tentatively last June 15 at the foreign language broadcast clinic at New York's Roosevelt Hotel.

Mr. Weil, nominated temporary chairman at the group's informal inception, will continue as chairman of the following committee: Frank Blair Jr., WSCR Scranton; George Lasker, WBMS Boston; Samuel Sague, WSRS Cleveland Heights, and William Jory, WJLB Detroit.

Aims of Group

FLQG will attempt to organize major foreign language markets in the country, promote the sales potentialities of the foreign population, distribute statistical and analytical material on foreign audiences, increase community service by broadcasters, supply data for advertisers and agencies and exchange ideas.

Date for FLQG's initial committee meeting will be set within the next two weeks.

ASCAP Deadline

STATIONS interested in signing per piece royalty contracts with ASCAP were reminded last week by NAB that "time is running out." Present ASCAP contracts, with a per piece privilege, expire Dec. 31, 1949. All existing contracts as of that date will be frozen. Stations are required to give 90 days notice if they desire per piece contracts.

QUESTIONS came fast as E. M. Webster (right) appeared before Senate Interstate & Foreign Commerce Committee last week for hearing on renomination to FCC. Others around committee table (l. to r): Sens. Francis J. Myers (D-Pa.), Charles W. Tobey (R-N. H.), Committee Chairman Edwin C. Johnson (D-Col.) and Clyde M. Reed (R-Kan.). Official stenographer is virtually obscured by Sen. Tobey, who handled most of interrogation.

WEBSTER REAPPOINTMENT

Confirmation Delayed

By RUFUS CRATER

SENATE ACTION on E. M. Webster's reappointment to the FCC was delayed for another week—at least—as Sen. Charles W. Tobey (R-N.H.), fireball anti-monopoly crusader, found a two-hour examination last Wednesday inadequate for all the 252 questions he had prepared.

The second and presumably final session of the Senate Interstate & Foreign Commerce Committee's confirmation hearing was tentatively scheduled for next Wednesday afternoon (July 13). Despite the length and breadth of the questioning, there was little evident doubt that he would be given committee approval, usually tantamount to Senate confirmation.

When the committee will report out the nomination remained a big question, however—and an important one to the FCC, which, with two members on foreign assignments, has been operating with a bare, four-member quorum since Comr. Webster's term was allowed to expire June 30.

The Committee's next bi-weekly meeting will be Wednesday morning, before the hearing. No other regular meeting is scheduled until July 27. There was speculation about a special session, but no decision on this possibility was expected until after the testimony is completed.

Like last Wednesday's examination, most of the forthcoming questioning of the 60-year-old engineer and former Coast Guard Commodore in charge of communication is due to be handled by Sen. Tobey, perennially interested in FCC's activities and more often than not a caustic critic of its conduct. He said he was only about half through after Wednesday's session, which included these highlights:

● Commodore Webster felt the question of power above 50 kw for clear-channel stations may be one which FCC should "take up with Congress," as the committee has urged consistently.

● He'd reached no definite conclusion on the question of motion-picture ownership of stations—another major FCC problem—but seemed inclined to proceed on a case-to-case basis. He "wondered" whether the question of anti-trust violations shouldn't be handled by the Justice Dept. instead of FCC.

● He would favor replacing Acting Chief Engineer John A. Willoughby on grounds that the job demands greater executive ability. But he had not heard reports, mentioned by Sen. Tobey, that a majority of FCC members had decided to remove Mr. Willoughby.

● He acknowledged, but did not contribute to, reports that FCC Chairman Wayne Coy may resign to become head of Television Broadcasters Assn.

Questions on Color TV

● Sen. Tobey, via questions, suggested that CBS and RCA may be "dickering" with respect to patents on the CBS color television system. He asked Commodore Webster whether he had heard such reports. Commodore Webster had not, but thought such a development would be "immaterial" to FCC's disposition of the VHF-UHF-color case.

● The nominee expressed faith in the ultimate dominance of color television and felt, for his part, that color standards would be advanced after the TV hearings in August. He affirmed his belief in the wisdom of FCC's current approach to the whole television problem (see story page 49), and reiterated his view that the opening of the UHF and the use of color must be accomplished on bases compatible with the present VHF system.

● Possibility of vastly expanding FCC research facilities to minimize reliance upon technical work of the industry was suggested by Sen. E. W. McFarland (D-Ariz.), chairman of the subcommittee on radio. But the nominee felt FCC must have some faith in industry, and that government could not be "self-sustaining" in this regard.

● He would be inclined to subpoena witnesses and data on color TV if industry offered none voluntarily at the August television hearing—a development which Sen. Tobey thought would not be surprising [CLOSED CIRCUIT, June 13].

● As to the comparative merits of the CBS and RCA color systems, he disliked to comment, but finally said he thought they were "about equally pleasing to the eye." When Sen. Tobey said CBS had been slow to push its color developments, he wondered whether "they protest too much," but at another point noted that the CBS Atlantic City demonstrations were not actually broadcast, but conducted under "ideal conditioning."

[Editor's Note: The Atlantic City demonstrations employed microwave transmissions beamed one-half mile to the reception point.]

The hearing was before Chairman Johnson and Sens. McFarland, Francis J. Myers (D-Pa.), Tobey, and Clyde M. Reed (R-Kans.). Sen. Owen Brewster (R-Me.) also sat in briefly.

252 Questions

Sen. Tobey observed at the outset that he had "252 questions." The feeling that he was jesting diminished as he went along. But it was generally felt that his questions were meant for the benefit of the full Commission as much as for the nominee. Once, when Commodore Webster suggested his colleagues might out-vote him on an

(Continued on page 34)

* * *

Commodore Webster testifies.

FCC PROBE DEFERRED

For Monopoly Study

WITH PLANS on foot for inclusion of broadcasting and FCC in an overall monopoly investigation, Rep. Francis E. Walter (D-Pa.) indicated last week that he had deferred—but not forsaken—his plan to haul FCC on the carpet for alleged circumvention of the Administrative Procedures Act [BROADCASTING, July 4].

This was disclosed Thursday when the House Judiciary Committee, of which he is second ranking member, named a subcommittee to launch an extensive anti-trust study of the whole business structure of the nation—including communications. This study starts today (Monday), the date Rep. Walter had set tentatively for the start of his FCC probe.

Two days earlier he told his House colleagues he intended to make a "special inquiry" into Commission activities "in the very near future."

He told BROADCASTING that FCC and communications would definitely come within the scope of the overall monopoly study, with leaders of industry and FCC commissioners called upon to testify. It was virtually impossible to say when, since the hearings may extend over a period of two or three years.

In his House speech, Rep. Walter noted that the Commission "has taken some steps to achieve better compliance with the intent and spirit of the [Administrative Procedures] Act" but that "there is still a long way to go and a hard row to hoe through the mire of backlog that has been permitted to pile up subsequent to adoption of [the] Act."

He took issue with the Commission's law department, a source of irritation he had professed in previous House speeches. "It appears that the law department has discovered a new device for circumventing the provisions of the Administrative Procedures Act . . . a slow-down process in acting on various matters, pleadings, motions . . . calling for recommendation of the law department."

He told House colleagues that with reduction of application proc-

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WTNB OFF AIR

Walkout Effects Suspension

WTNB Birmingham ceased operations indefinitely at 10 a.m. July 2 as the result of a walkout by its engineers, members of Local 253, International Brotherhood of Electrical Workers.

Decision to close the station was announced by Roy Hofheinz and Thomas N. Beach, president and board chairman, respectively, of Pilot Broadcasting Corp., WTNB licensee. They said WTNB did not wish to risk operation at this time because it feared employes not involved in the strike might be subject to bodily injury if they crossed union picket lines. One WTNB announcer had been threatened with physical harm by strikers if he attempted to go to work, the joint announcement said.

Negotiations between the station and IBEW broke down after agreement on all but two provisions of a new contract had been reached July 1, WTNB said. The company had agreed to higher wages but would not agree to these two provisions: (1) Prohibiting the chief engineer from working at either transmitter or studio controls; (2) Limiting WTNB to hiring only one part-time technician for a minimum 20 hours a week.

The WTNB statement said that owners of the station "offered to be bound by the decision of the union's own international officers who had attended the negotiations, but the union refused. In the face of continued refusal by the union to arbitrate, the company then offered to abide by the decision of the IBEW international president, Dan Tracy. This offer was also rejected by the union."

WTNB, 250 w fulltime on 1490 kc and affiliated with MBS, has announced its determination not to go out of business.

C. M. Baker Jr., business agent of Local 253, gave a different version of the union's dispute with WTNB, declaring that the station instead of agreeing to higher wages, insisted on a general wage cut.

Further, said Mr. Baker, WTNB insisted that it be allowed to hire at least three part-time technicians with a minimum guarantee of $16 a week and that one man be allowed to announce and perform simultaneous technical duties, "which would result in job eliminations and double duties on those working." WTNB also insisted, said Mr. Baker, that its chief engineer not be allowed to belong to the union but nevertheless be allowed to perform work covered by the union's contract.

The old contract which IBEW had with WTNB expired June 30, according to Mr. Baker. He added that, "contrary to rumor," Local 253's strike against another Birmingham station, WBRC AM-FM-TV, has not been terminated.

Despite the union's plea that its contract with WTNB be extended from day to day or for a definite period so negotiations could continue, Mr. Baker declared, "WTNB representatives flatly refused, saying that the station would be closed unless the union accepted its terms."

DISCUSSING the experimental *You and San Francisco* series aired by CBS recently are (l to r) Jules Dundes, sales promotion manager of KCBS San Francisco; Leon Levine, director of CBS discussion programs; Dwight Cooke, host and narrator of the series, and Arthur Hull Hayes, CBS vice president and general manager of KCBS. The parrot and the pretty girl are props found regularly at Papagayo Room of the Fairmont Hotel, San Francisco, where the discussion took place. The San Francisco series represented the first time a city has ever been the subject of the CBS *You and . . .* series.

P.I. DEALS HIT

Stations Are Gambling With Time—Flanagan

RECENT spread of per inquiry campaigns involving evasion of station card rates brought the charge last week that stations accepting speculative P. I. deals "are gambling with time" and pointing the way toward lower income.

Thomas F. Flanagan, managing director of National Assn. of Radio Station Representatives, charged that a P. I. station is "taking the first step in a process that is bound to kill it as an advertising medium."

Objections to P. I.

Mr. Flanagan summarized some of the objections to P. I. propositions in this manner:

Stations which participate in P.I. deals are gambling with time, which is their only salable product, and in which they have invested their capital, and are maintaining payrolls.

Prices at which you can sell products and services always tend toward the maximum discount which you allow, and the cheapest form in which you sell. Hence, you are pointing your rate structure toward lower income.

Legally and morally a station cannot have two prices for the same service, one rate card price to some sponsors, and a per inquiry price to others.

Stations have no way of knowing the marketability of a product. The marketability is the producer's responsibility. Stations may fritter away a large amount of valuable time before discovering that there is little or no sale for the P.I. product.

On P.I. deals the station is associating itself, in the main, with the smallest, lowest rated manufacturers and speculators, with fly-by-nights, newly organized speculative businesses, concerns lacking capital to buy time on the proper basis, with concerns and products having an almost 100% death rate, with schemers and cut-throaters. Instead, stations should be associating themselves with the most reputable, high type retail and national advertisers, from the standpoint of station prestige, audience building and net profit.

The station that lines up with any wholesaling P.I. service is taking the first step in a process that is bound to kill it as an advertising medium.

The price of P.I. products is usually too high for the quantity and quality offered, and the advertising expense far beyond anything that legitimate advertisers spend, and that the cost of distribution should stand.

The quality of the product is unknown.

The manufacturer who uses P.I. inquiries has no control over his volume of sales, and is, therefore, not likely to be successful.

Stations which accept P.I. deals are liable to their national spot representatives for commissions on the time so used at card rates.

Finally, no broadcast station, in view of its responsibility to FCC, should accept the risk of promoting on its own time the sale of a product coming from speculative sources, instead of through legitimate channels of manufacturer, advertising agency, representative.

FIRST FIFTEEN PACIFIC HOOPERS—June 1949

Evening

Program	No. of Cities	Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Walter Winchell (2 mos.)*	6	Kaiser Frazer (Weintraub)	23.2	27.1	—3.9	1
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	18.4	12.7	+5.7	15
Radio Theatre	6	Lever Bros. (JWT)	14.9	16.6	—1.7	4
The Whistler	6	Signal Oil (Stebbins)	14.6	10.8	+3.8	20
Louella Parsons (2 mos.)*	6	Andrew Jergens (Orr)	13.8	9.8	+4.0	26
Blondie	6	Colg.-Palm.-Peet (Esty)	13.6	9.9	+3.7	25
Aldrich Family	6	General Foods (Y&R)	13.3	14.0	—0.7	7
Horace Heidt	6	Philip Morris (Biow)	13.0	13.8	—0.8	8
Inner Sanctum	6	Emerson Drug (BBDO)	12.7	11.3	+1.4	19
Bob Hawk	6	R. J. Reynolds (Esty)	12.5	9.4	+3.1	33
Let George Do It	6	Standard Oil (BBDO)	11.8	9.6	+2.2	29
Duffy's Tavern	6	Bristol-Myers (Y&R)	11.7	9.4	+2.3	32
Your Hit Parade on Parade* (indicative only)	6	American Tobacco (BBDO)	11.5	—	—	—
My Friend Irma	6	Pepsodent Div.-Lever (FC&B)	11.5	16.6	—5.1	5
Talent Scouts	6	Lipton Div.-Lever (Y&R)	11.5	12.9	—1.4	14

* Second broadcast on same day provides more than one opportunity to hear program.

APPROPRIATIONS

Senate Committee Acts

SENATE Appropriations Committee last week approved the independent offices budget bill covering 1950 appropriations for independent agencies, restoring to FCC the full $108,000 cut by the House. The bill was to have been reported to the Senate floor Friday.

FCC's budget had been decreased by the House to $6,525,000 but maintained $175,000 over the current fiscal amount. At subcommittee hearings FCC Chairman Wayne Coy testified for restoration of the cut, to enable the Commission to strengthen its laboratory services and to speed up overall efficiency [BROADCASTING, May 16].

The House total for all agencies was $7,103,506,553. President Truman has asked for $8,051,343,850. All agencies were voted an overall $500,000 increase by the Senate group, with FCC's budget restored to the original $6,633,000.

Meanwhile, legislation covering appropriations for State Dept.'s Voice of America operations progressed slowly on Capitol Hill. Conferees airing differences between the House and Senate versions of the State-Justice-Commerce bills (HR 4016) have adjourned at the call of the chairman. No actions were disclosed. The Voice was cut $2 million by the House and an additional $1,656,100 by the Senate.

Earlier a resolution authorizing spending at present rates, until passage of the independent offices bill, was approved by the Senate committee, enabling employes to receive salaries in the interim. The subcommittee has been conducting lengthy hearings on all regulatory agencies for the past seven weeks, and has been meeting regularly to mark up its report.

FM, AM FACILITIES

Equal in Top Markets—Ware

THE number of FM and AM facilities is practically equal in top markets and in some cities there are more FM outlets than AM, according to William E. Ware, KFMX (FM) Council Bluffs, Iowa, president of FM Assn. His comment was based on an FCC station analysis (story page 79).

Mr. Ware declared the analysis provides "further evidence that FM broadcasters are meeting their obligation of providing the public with the finest in sound broadcasting." He listed leading cities in which FM outnumbers AM, those with an equal number and those in which FM-AM are nearly equal.

How's Business?

By ROBERT LUCE

ONE WITNESS testifying before the Senate Committee on the Economic Report said this was the "best recession we ever had." The fact that our present decline in business activity has been so moderate leaves economists and businessmen alike with an uneasy feeling—it can't be this gentle, they say.

"Before this there has always been an abrupt drop in volume and a drastic break in prices," says A. D. Whiteside, president of Dun & Bradstreet. "At no time in the history of any major depression in this country has a balancing period in important industries been evidenced by a gradual decline from month to month as is occurring at present."

Dun & Bradstreet's finger on the pulse of business is a sensitive one, made more so by a recent survey it conducted among businessmen in corporations of $50,000 net worth or more.

Businessmen were found to be reasonably calm in the face of the first post-war dip in business. For example: Average sales for the second half of 1949 were expected to be 4% below the second half of 1948. That is not a serious recession by anybody's slide rule. They expected to pay out some more in wages—.2% more. They expected profits to drop 3.8%, and they expected to reduce their selling prices 5.4% below the level of the last six months of 1948.

Any comparison between these estimates, and the facts and figures of any of our previous recessions is downright illogical.

Business expenditures—the big outlays for steel, machinery, plant and modernization—were expected to decline only .1% among those polled by Dun's experts. These business expenditures and investments which provide the real prosperity to an economy will not drop off sizably if these expectations are borne out in business actions this year.

In summary, Dun's president says "business should pass through a period of moderate readjustment and orderly conversion to a level in keeping with greatly expanded postwar domestic and world requirements."

On the consumer side, the Federal Reserve Board is our latest authority by virtue of its *1949 Survey of Consumer Finances.*

How confident are consumers? In the early months of 1949 22% were confident of good times ahead; another 25% said there were good times ahead but had some reservations; and 24% felt there would be little change in the well-being of the economy. Just 9% predicted bad times, and another 16% said there were bad times ahead, with some reservation.

In early 1948, more thought good times were ahead (36%) and fewer had reservations about it (11%). As a whole, the number of optimists was about equal in both years, although the optimism was qualified in 1949.

Most consumers expected prices to go down, a different answer than they gave in early 1948 when 50% expected prices to go up.

Spending plans were optimistic. Perhaps because there were more automobiles available at less cost, more consumers planned to buy them in 1949 than in 1948. House buying plans were about the same as in 1948, and the number of families, or "spending units," in the market for durable goods was slightly above 1948.

WHAT CONSUMERS THINK:

THE GENERAL ECONOMIC OUTLOOK:

	For 1949	For 1948	For 1947
Good times ahead	22%	36%	45%
Good times ahead with reservation	25	11	10
Uncertain, no change	24	19	21
Bad times ahead, with reservation	16	23	5
Bad times ahead	9	3	17
Not ascertained	4	8	2

Source: Federal Reserve Board Survey of Consumer Finances

Consumers, Businessmen Not Panicky

On the whole, the consumer position is good, the Reserve Board says. Three in every five home owners reported no mortgage on their property. Seven of 10 had liquid assets at their command. Personal incomes by families were higher than they have ever been. About 47% had incomes over $3,000. In 1945, a near-peak war year, just 30% could count on $3,000 income.

Of the two surveys, Dun & Bradstreet's is the later, and perhaps most realistic. Yet the FRB survey does point up the fact that the consumer is optimistic, has money, and will buy. That's less surprising than the business survey.

Businessmen are often more jittery and jumpy than the economic situation warrants. This survey shows them to be less so than would be expected in such delicate times as these for the economy. But no one could accuse these businessmen of panic—a 3.8% drop in profits is serious, but it's not deadly.

WHAT BUSINESSMEN THINK:

AVERAGE EXPECTATIONS FOR SECOND HALF OF 1949 COMPARED TO SECOND HALF 1948:

	All Concerns	Manufacturers	Wholesalers	Retailers
Dollar volume of sales	—4.0%	—4.1%	—3.2%	—5.0%
Net profits after tax	—3.8	—2.5	—3.9	—5.9
Expenditures for plant and equipment	—0.1	—0.3	0	0.1
Selling prices	—5.4	—4.5	—6.5	—6.9
Hourly wage rates	0.2	0.3	0.2	0.2

Source: Dun & Bradstreet Survey, May 1949

The newest fact in the economic picture is Great Britain's dollar shortage. No matter how we play it, it will affect our economy. We must add to our aid, increase our imports from Britain, or be prepared to accept a rigid British controlled trade system, in which she trades almost exclusively with pound sterling countries, cutting her buying here. Any of these will affect our economic picture—but nothing would be more disastrous than a British collapse now.

We're admittedly in a crucial economic period. One serious blow to the economy could rock it back on its heels. Yet many in Washington think bottom of the gentle slide will be reached by year end.

Things to watch: Industrial production, especially in refrigerators, appliances, furniture. Should pick up.

Employment figures have risen slightly, but important figure is manufacturing employment. When it starts back up recession will be on the way out.

Steel production has dropped. First of the heavy industries to feel such a drop off. Autos are still booming, construction still high, and it is important.

Too much credit will be another danger sign. Right now it's high, could probably go higher. But rising credit indicates less cash, tight family budgets.

Careful reading of economic stories in newspapers and magazines this summer will pay off. Discount scare heads, they may make good circulation, but can be misleading.

CHIROPRACTOR RADIO SHOWS

Help Build Good Will for the Profession

MORE than 50 state, county and local chiropractic associations, all members of the International Chiropractors Assn., have found a five-minute transcribed strip, *The Human Side of Hollywood*, effective in acquainting the public with the chiropractic philosophy and in building good will for the chiropractic profession.

Prepared for ICA, parent body of the profession, with headquarters in Davenport, Iowa, the show is sold to chiropractic associations but not to individual chiropractors. ICA has a policy which forbids use of an individual chiropractor's name.

The show was written and produced in Hollywood by The Thomas Co., radio program counsel, 6700 Sunset Blvd. The Thomas Co. also wrote the commercials and solicited sales of the program among chiropractor groups. ICA has the M. Glenn Miller Agency in Chicago handle the placing of the show at the request of chiropractic associations.

The Human Side of Hollywood presents "the sort of thing folks like to read about our town," according to Tommy Thomas, head of The Thomas Co. It is "undated feature stuff," says Mr. Thomas, and "the secret of the pulling power lies in our approach to the chiropractic message. The commercial is completed integrated."

Commentator for the program is Melvin Bennett, whose commercial copy is written for him.

Now in preparation by The Thomas Co. is a second set of 26 five-minute strips for ICA, "and the thing will continue indefinitely," says Mr. Thomas.

ICA checks all of *The Human Side of Hollywood* scripts for professional authenticity and assists with ideas on chiropractic philosophy.

XUM

NARND AWARDS

To Stations, Individual

THREE AWARDS, one to an individual and the others to radio and television news departments, will be made by the National Assn. of Radio News Directors at its annual convention Nov. 11-13 in New York. Entries are to be in the hands of Erle Smith, KMBC Kansas City, chairman of the awards committee, by Sept. 1.

NARND will honor an individual "for performing distinguished service in radio news"; a radio news department for distinguished service to its community, and a TV news department for similar distinguished service.

The radio and TV station entries should outline in detail programs and program series, Mr. Smith said. Sample programs and transcriptions may be included in entries.

NARND officials say the awards program is the first ever set up which applies only to radio news according to criteria set up by radio newsmen.

Experts in broadcasting will be selected to serve as judges on the awards panel.

On NARND Board

SHELDON PETERSON, KLZ Denver news director, has been elected to the board of directors of the National Assn. of Radio News Directors. The NARND board selected Mr. Peterson to fill the unexpired term of John Hogan, who resigned as news director at WCSH Portland, Me., to establish a news bureau in Washington, D. C. Before joining KLZ in 1947 Mr. Peterson was on NBC's Chicago news staff and a newspaperman in Minnesota and Colorado.

Clark Aids Educators

AN ATLANTA radio newsman helped organize coverage when educators and governors from 13 southern states met in Daytona Beach, Fla., to create a regional program for education. News Editor Dale Clark of WAGA Atlanta accompanied the regional educational staff to the conference and helped organize material for press association and newspaper reporters, WAGA reports. In addition, he arranged interviews with prominent participants on two Daytona Beach stations—WMFJ and WNDB—while the conference was in session. Since the regional staff established headquarters in Atlanta last September, Mr. Clark has reported its activities in WAGA newscasts. Legislatures of 10 states have appropriated $1,630,000 for the education project, according to WAGA.

BASIL BREWER (center), owner of WNBH-WFMR (FM) New Bedford, Mass., and WOCB WOCB-FM Hyannis, Mass., greets George L. Sisson Jr., managing director of WALE Fall River, Mass., on occasion of Mr. Brewer's purchase of controlling interest in WALE. James M. Patt, manager of WNBH-WFMR, is at right.

LIBEL CASE

WTTM Cleared in Test Of Court Doctrine

COURT precedent for the "reasonable precaution" defense by broadcast stations in libel and slander actions has been established in New Jersey with rendering of a "no cause for action" vedict in a suit against WTTM Trenton, N. J.

WTTM and the newspaper *Trentonian* were defendants in a $150,000 suit filed by Lloyd J. Kelly, deputy director of public safety in Trenton.

The case was the first tried under a doctrine of the New Jersey Court of Errors & Appeals. This doctrine is based on the principle that a broadcast station is not liable for broadcasting a defamatory statement if it uses reasonable care in an effort to avoid defamation.

In the first judicial phase of the suit, the Mercer County Court had dismissed the action for slander insofar as WTTM was concerned. The plaintiff appealed to the upper court, which reversed the trial court on the ground that the complaint was broad enough to set forth a new type of action, a suit for radio defamation.

The appellate court had treated the case as one of first impression and presented this question: "Is a radio broadcasting company which leases its facilities, liable for a defamatory statement during a radio broadcast by a person hired by the lessee and not in the employ of the radio broadcasting company, the words being carried to the listener by its facilities?"

Appellate Judge Burling had stated that there are two schools of thought as to the act of publishing a defamatory statement by the broadcasting medium—one of absolute liability, the other of liability based on negligence.

The appeals court had elected to decide the question on the broad duty of the broadcasting company as a disseminator, rather than publisher of the defamatory statements, and concluded that the company should not be liable if it could not have prevented publication by the exercise of reasonable care. In dissenting, Appellate Judge Wachenfeld had argued that the liability should be absolute, regardless of fault.

The case came up for trial before the jury June 27 and was completed the following Friday evening. The jury brought in its "no cause of action verdict" after Judge Richard J. Hughes, sitting for Superior Court Judge Ralph J. Smalley, had given it a 2½-hour charge. The jury was out eight hours.

Case Significant

According to legal observers, significance of the action lies in the fact that the case did not involve ad libbing as did the case of Summit Hotel Co. vs. NBC in Pennsylvania Supreme Court some years ago when Al Jolson was charged with ad libbing a defamatory statement regarding a hotel.

Mr. Kelly, the plaintiff, had alleged in his original suit against WTTM that he was defamed in connection with reference to purchase of autos by the Trenton police department.

Harry Green, of Applegate, Foster, Reussille, Cornwell & Green, Red Bank, was attorney for WTTM.

'Baptist Hour'

SOUTHERN Baptist Convention, with headquarters in Atlanta, will sponsor the *Baptist Hour*, a half-hour program on 130 ABC southern stations, Sundays 3:30-4 p.m., beginning Oct. 2. Contract for 52 weeks was placed by Liller, Neal & Battle, Atlanta.

CARSON

Hearings Held on FTC Post

HEARINGS on the nomination of John Carson to the Federal Trade Commission were held Thursday by the Senate Interstate & Foreign Commerce Committee, with Mr. Carson's economic beliefs and MBS Commentator Fulton Lewis' radio opposition providing top interest. Hearings were on Friday.

Various business figures and Former Rep. Jerry Voorhis of California, now secretary-treasurer of the U. S. Cooperative League of which Mr. Carson is research director, testified. Senators Owen Brewster, (R-Me.) and John Bricker (R-Ohio) spearheaded the verbal assault on Mr. Carson's beliefs which are alleged to be socialistic in nature.

Mr. Carson took sharp exception to Mr. Lewis, who he declared was out to "get him." The Mutual commentator had frequently attacked him in past weeks for his cooperative activities and, according to Mr. Carson, was pressed for an explanation by FCC for remarks during one broadcast.

He told the committee that "some day these radio commentators will be called to account for the things they say about people. . . . They can't now because the laws of libel are not adequate." He said he would try to get some action along legislative lines.

Earlier Mr. Carson stated he is an independent, though he hasn't registered since 1916. He would fill the commissionership vacated Jan. 1 by the resignation of Robert Freer, a Republican, for the expiration of the latter's term.

EQUAL FM-AM TIME

Asked by Chicago FM Group

FM BROADCASTERS of Chicagoland, new group launched to promote the medium, will request the FCC to require AM-owned FM stations to broadcast "at least an equal number of hours daily as their AM affiliates, whether or not programming is duplicated."

This was revealed last week by President Ralph J. Wood Jr., manager of WMOR (FM) Chicago after the first regular meeting of the alliance. Other resolutions: (1) Cooperation with all groups interested in FM advancement, including the Frequency Modulation Assn.; (2) a request that Standard Rate and Data Service include FM stations in the radio section listings and (3) a request that Radio Mfrs. Assn. ask members to "distinguish carefully in their advertising between TV sets capable of receiving the FM broadcast band and those which merely carry an audio band on FM."

By-laws are being drawn-up for approval of the membership at the next regular meeting tomorrow (Tuesday).

WEAVER TO NBC

Meade Named at Y&R

NBC last week announced the election of Sylvester L. (Pat) Weaver Jr., vice president and director of radio-television at Young & Rubicam, as the network's vice president in charge of television.

The NBC-TV vice presidency has been vacant since Sidney N. Strotz, who filled it temporarily, elected to return to Hollywood as administrative vice president in charge of the Western Division.

Mr. Weaver will bring to NBC another Young & Rubicam executive, Frederic W. Wile Jr., operations supervisor of the agency's radio-television department. Mr. Wile will be assistant to Mr. Weaver at NBC.

Mr. Weaver and Mr. Wile will join NBC about Aug. 1. Both have resigned at Young & Rubicam and are on vacation.

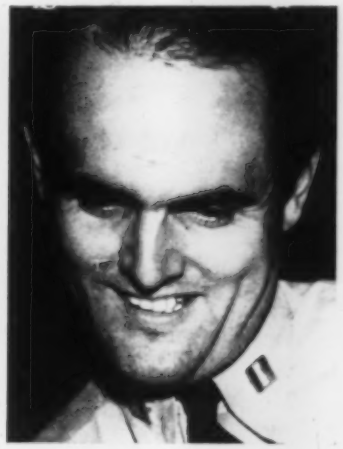
Following the resignation of Mr. Weaver, Sigurd S. Larmon, president of Young & Rubicam, announced the elevation of Everard W. Meade, the agency's vice president and manager of the radio department, to succeed Mr. Weaver.

Mr. Meade also becomes a member of the agency's executive committee and plans board.

Mr. Weaver has been vice president and director of radio-television and a member of the executive committee and the plans board of Young & Rubicam since 1947. He joined Y&R after serving for several years as director of advertising of American Tobacco Co.

He began his radio career as a writer-producer for the CBS-Don Lee network in 1932, later becoming program manager. He first joined Young & Rubicam in 1935 to produce the Fred Allen show. Shortly afterward he was made manager of the agency's radio department and served in that position until joining the American Tobacco Co. in charge of Lucky Strike advertising.

Mr. WEAVER



Mr. MEADE

During the war he served variously as radio director for the Coordinator of Inter-American Affairs, on active duty with the U. S. Navy's fourth fleet, and as program manager of the Armed Forces Radio Service in Hollywood.

Mr. Wile has been with Young & Rubicam since 1934, except for service during the war as associate director of information for the War Manpower Commission and on active duty with the Navy. At Young & Rubicam he has been manager of radio publicity in Hollywood, later assistant manager of the Hollywood office, business manager of the radio department and assistant to the director of radio. His early career was in various capacities at CBS.

Mr. Meade, former assistant to the president of the American Tobacco Co., rejoined Young & Rubicam in April 1948. He had previously served the agency as a radio executive from 1935 to 1938 in Hollywood and New York. During the war he was a naval air combat intelligence officer.

FCC ACTIONS

FINAL DECISIONS authorizing three new AM stations and improved facilities for an existing outlet were announced by FCC last week, along with grants for one Class A and one Class B commercial FM station and one noncommercial educational FM operation. Improved facilities for two other AM stations were proposed. Transfers involving 22 stations were approved, and four FM permits were deleted. The Commission also proposed to extend the completion date for WHAS-TV Louisville to Oct. 1. Details of these and other FCC actions are carried in FCC Roundup on page 83.

Howard Joins Y&R

WILLIAM H. HOWARD, who for the past 11 years has been vice president and publicity director of Macy's, New York, effective Sept. 1 joins Young & Rubicam, New York, as a vice president. He will have general executive duties at the agency.

KXOK RATE CARD

Introduces New Class A-2

NEW rate card (No. 7) issued last week by KXOK St. Louis, an ABC basic station, recognizes "changes in economics and listening patterns," according to C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM.

"We are confident that our realistic approach to the competitive cycle will be understood and appreciated by advertisers," Mr. Thomas said.

The change in listening patterns is understood to reflect the influence of TV programs, since two half-hour evening periods (6-6:30 and 9:30-10) are taken out of the Class A rate and given a new Class A-2 transition rate between A and B, about 35% under the A rate.

The A and B rates are substantially the same, with B unchanged in time and rates. Class C has been broadened to include all time prior to 8 a.m. and after 10:30 p.m. plus 1-6 Saturday afternoon.

CLEARS

Johnson Eyes Group's Assertions

BELIEF that assertions of the clear channel interests tend to be "highly colored" on the question of adequate radio coverage and should be subjected to "cold scrutiny" of the FCC has been expressed by Sen. Edwin C. Johnson (D-Col.), one of the foremost critics of the Commission on its television and other related policies.

The Senate Interstate & Foreign Commerce Committee, which Sen. Johnson heads and which is currently considering the McFarland FCC reorganization bill, last week released the text of the Senator's latest communication to the Commission—a letter to Acting Chairman Rosel Hyde dealing with so-called "white areas" of radio coverage in Ishpeming, Mich.

Sen. Johnson asserted that service to those areas is the only argument which has been presented to Congress to justify super-power, and said he had been unable personally to locate any such areas anywhere. Basis of his comments was testimony offered during hearings on the Johnson bill (S 1973) by Ward Quaal, director of the Clear Channel Broadcasting Service. Mr. Quaal testified with respect to the lack of adequate coverage in Ishpeming and said only clear channel stations could furnish good radio service [BROADCASTING, June 20].

"If 'white areas' do exist, the way to cure them is through the operation of additional regional stations and not by a system of radio broadcasting which does violence and harm to the welfare of the country by implementing a monopoly," Sen. Johnson declared.

Text in part of his letter to Mr. Hyde:

I have never yet been able to learn the exact geographical location of such "white areas" and his (Mr. Quaal's) statements aroused my curiosity, particularly when he asserted that daytime service in that area was such that he could not pick up the broadcasts of the Chicago Cubs baseball games. I immediately made inquiry and I find that Ishpeming receives "excellent" primary service over a 40 mile area daytime and a "good" service over a 30 mile area nighttime as well as a secondary service over a 90 mile area daytime and 50 mile area nighttime from its own local station, WJPD. But—and this is important—the area also receives service from 14 other radio stations, including network affiliates of the four principal networks. Significantly, of these 14 stations, one WDNJ, furnishes "excellent" primary service both day and night; four stations, WJMS, WGN, WMAQ, WBBM, furnish "good" secondary service both day and night; six stations, WJR, WCCO, KDKA, WLW, WBZ, WTAQ, furnish "good" secondary service nighttime; and three stations, WMIQ, WIKB, WHDF, furnish "fair" secondary service daytime.

I still do not know just what the Commission or the super power lobby considers a "white area" to be but it seems obvious that in view of the grade and variety of radio service which the Ishpeming area receives that it is hardly likely to be classified as a "white area." It would appear to me that Mr. Quaal, in his capacity as a paid lobbyist for the Clear Channel Broadcasting Service, sought to create the impression that because he could not hear certain baseball broadcasts, which happen to be the exclusive broadcast of one non-network Chicago station, that the Ishpeming area was being denied adequate radio coverage and that it could only secure such coverage from a clear channel station operating with super power. The facts indicate that this is a gross distortion and a bald mistatement. Also, the facts indicate that the Ishpeming area receives a fine variety of coverage not only from two existing clear channel stations operating with 50 kw, but also from a substantial number of additional stations operating with power considerable less than 50 kw.

Service to "white areas" is the only argument which has been presented to Congress to justify super power. I have been unable to locate any "white areas" anywhere and that is why I followed Mr. Quaal's testimony on this point. Furthermore, if "white areas" do exist the way to cure them is through the operation of additional regional stations and not by a system of radio broadcasting which does violence and harm to the welfare of the country by implementing a monopoly.

I am writing you because I want the Commission to have the facts and not be mislead or bamboozled by the highly colored assertions of the clear channel lobby which, in my opinion, have never yet been subjected to a cold, critical, objective scrutiny. The Commission, in the performance of its duty under the Act, owes the public interest that kind of analyses.

XUM

TOWER of KELK Elko, Nev., looked like this after an 80-mile-an-hour gale hit it last month. Van Welch, station's chief engineer, reports KELK was back on air with temporary antenna less than 10 hours after tower went down. KELK is erecting new 200-ft. permanent tower. Station operates with 250 w unlimited on 1340 kc.

ORAL ARGUMENT

Set in Docket Cases

ORAL ARGUMENT has been scheduled by FCC in several docket proceedings for July 18-19.

Argument will be heard before the Commission *en banc* July 18 on proposed denial of power boost on 1140 kc to KSOO Sioux Falls, S. D. [BROADCASTING, Oct. 4, 1948]; proposed denial of new AM station to Home News Pub. Co., New Brunswick, N. J. [BROADCASTING, April 25], and proposed grant of improved facilities to KWAT Watertown, S. D.

On July 19 the Commission will hear argument on the proposed grant to switch KTHS Hot Springs to West Memphis, Ark., with increased power and to grant the same interests a new AM station at Hot Springs. Same day FCC also will hear argument on proposed grant to WARM Scranton, Pa., to change facilities and to deny competitive bid of WBAX Wilkes-Barre, Pa. [BROADCASTING, April 4].

In the KWAT case, FCC would grant the station switch from 250 w on 1240 kc to 1 kw on 950 kc and deny competitive bid of Corn Palace City Radio Corp. for new outlet on 950 kc at Mitchell, S. D. [BROADCASTING, Feb. 28]. The Hot Springs case involves proposed grant to switch John D. Ewing's KTHS to West Memphis with power increase on 1090 kc to 50 kw day, 25 kw night and deny new station bid for 50 kw on 1090 kc at Hot Springs of Hot Springs Broadcasting Co., headed by former Gov. Carl E. Bailey of Arkansas and Publisher C. E. Palmer. Proposed denial also would be given WMFJ Daytona Beach, Fla., for 1090 kc [BROADCASTING, April 4].

COMMISSIONERS

Green Light on Raises

LEGISLATION that would raise salaries of FCC, FTC and other commissioners to a proposed $16,000 has been given the green light by the House Rules Committee, with the House slated to vote approval this past Friday.

Prevalent Congressional sentiment for economy on the one hand and a desire to increase salaries of rank-and-file employes of independent agencies on the other previously had stalemated the measure (HR 1689) within committee.

Meanwhile, the Senate has had a similar bill on its calendar since last February. Whether it will be considered on the floor at this session is said to depend on Senate Majority Leader Scott Lucas (D-Ill.). It is believed that the Senate is awaiting action first on the administration's reclassification and pay raise measures which affect low income employes. It has already held hearings on a host of these bills, while the House took comparable action only the past two weeks.

Both HR 1689 and the Senate measure (S 498), dealing with heads and assistant heads of agencies, would increase FCC and FTC commissioner salaries from the present $10,000 to $16,000, with chairmen authorized to receive as high as $18,000 at the President's discretion. FCC Commissioners currently are in line for raises under the recent Commission reorganizational bill authored by Sen. E. W. McFarland (D-Ariz.) [BROADCASTING, June 13, 20, 27]. They would receive $15,000.

Meanwhile, Rep. Abraham Multer (D-N. Y.) last week introduced a measure similar to HR 1689 which would include salary raises for members of Congress and federal judges as well as commissioners of FTC, FCC. Under Rep. Multer's bill commissioners would be raised to $16,000 also.

52 Grand Plug

DAVE STEPHENS, musical director at WCAU Philadelphia, may have had a hand in helping Rush Clarke, of Rochester, N. Y., win the all-time high jackpot of $52,000 on CBS' *Sing It Again* program. Playing the *Dave Stephens Show* on CBS that afternoon, Dave commented on the music of 1926 and tossed in the remark, "That was the year Gertrude Ederle swam the English Channel." The next item on the program was a promotional announcement about the Phantom Voice on *Sing It Again*. That night Mr. Clarke identified the Phantom Voice as Gertrude Ederle. Mr. Stephens and everyone else at WCAU swear they had no knowledge of the Voice's identity.

June Box Score

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

	AM	FM	TV
Total authorized	2,179	865	118
Total on the air	2,006	737	69
Licensed (All on air)	1,963	377	13
Construction permits	216	485	105
Conditional grants		13	
Total applications pending	1,186	266	386
Requests for new stations	382	65	338
Requests to change existing facilities	293	50	14
Deletion of licensed stations in May	2	1	
Deletion of construction permits	3	17	3

FCC FORM 316

Single Sheet Now Used for Transfer Pleas

TO SPEED its own work and ease the burden on applicants, FCC last week adopted a new "single-sheet" application form for station transfers and assignments where no substantial changes in ownership are involved.

The new form—FCC Form 316—covers front and back of a single sheet, compared to the 16-page forms currently in use for all transfer and assignment applications. Limited to a call for information "directly pertinent to the type of applications involved," it asks only for such data as facilities being transferred, name of transferee or assignee, the consideration if any, balance sheet, etc.

Commission authorities were unable to estimate the percentage of applications now being received which would qualify for use of the short form, but thought it would be appreciable.

The abbreviated application, FCC said, may be used in any of the following cases:

1. **Where there is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests.**
2. **Where there is an assignment from a corporation to its individual stockholders without effecting any substantial change in the disposition of their interests.**
3. **Where there is an assignment or transfer by which certain partners or stockholders retire but no new ones are brought in, provided that the interest transferred is not a controlling one.**
4. **Where there is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation.**
5. **Where there is an involuntary transfer to an executor, administrator, or other court-appointed officer caused by death or legal disability (but not assignments or transfers from the executor, administrator, etc. to the ultimate beneficiary).**
6. **Where there is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor corporation without substantial change in their interests.**

KTED STAFF

All Male Members Ex-GIs

KTED, under construction at Laguna Beach, Calif., last week announced its staff, headed by Tom E. Danson, owner and general manager and ex-Marine. All male members of the staff are former service men, KTED said.

Personnel, besides Mr. Danson, includes: James E. Matheny, sales manager; A. L. Campbell, chief engineer; "Late" Williams, news and sports editor; Ted Mayer, continuity and copy director; Dick Morgan, Don Mayer and Bob Newman, announcers; Judy Herrick, director of women's activities, and Alyse Ayres, executive secretary.

KTED, licensed to Mr. Danson doing business as Universal Radio Features Syndicate, is assigned 1520 kc with 1 kw day and 250 w night. Studios are atop the White House Cafe in downtown Laguna Beach and offices at 424 Glenneyre St., that city. Station will use a directional array with three 200-ft. towers.

KTED has contracted for AP wire service and will use NBC Thesaurus and World Broadcasting System transcription service.

UNAFFILIATED UNIT

To Convene at NAB Offices

MEETING of the NAB Unaffiliated Stations Executive Committee, organized last year, will be held July 25-26 at NAB Washington headquarters. Chairman of the committee is Ted Cott, WNEW New York. The membership is the same as last year, with one exception.

Mr. Cott

The special "Independents Day" held April 10, just prior to NAB's Chicago convention, was sponsored and programmed by the committee. Among its projects is a liaison with the Advertising Council in major public service campaigns.

Committee members besides Chairman Cott include Melvin Drake, WDGY Minneapolis; Lee W. Jacobs, KBKR Baker, Ore.; Robert Maynard, WSVS Crewe, Va.; Lawrence W. McDowell, KFOX Long Beach, Calif.; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington. Board liaison members are Frank U. Fletcher, WARL-FM Arlington, Va., and Glenn Shaw, KLX Oakland, Calif.

"Music In The Miller Mood"

ALL THE GLENN MILLER FAVORITES
AND THE NEWEST TOP TUNES

ANOTHER *Thesaurus* FIRST

designed for local sponsorship

Never before has either the Beneke or Miller band recorded for a transcription service...

Now for the first time, NBC THESAURUS offers the Tex Beneke Orchestra...

AS A COMPLETELY PROGRAMMED CONTINUING SERIES

with network quality script material and opening and closing voice tracks by Tex Beneke.

AS A FLEXIBLE LIBRARY FEATURE

easily integrated with other great THESAURUS artist groups in your own local productions.

A BIG NAME... in Radio... in Records... in Music.

A BIG ATTRACTION... on the THESAURUS roster of commercially proved shows.

Wire or write today for the full, new THESAURUS story

NBC
A Service of Radio Corporation of America

...Radio-Recording Division

RCA Building, Radio City, New York • Chicago • Hollywood

WAVE AIN'T WESTERN OR EASTERN (Ky.)!

No, Sir, WAVE doesn't reach Eastern (Ky.), nor many of the other crossroad towns in western, southern and northern Kentucky, either!

We're directional-minded for the Louisville Trading Area only, and by *any* standard—except cosmic, One-World or inter-planetary measurements—it's a wonderful market. And since our families have a *46% higher* standard of living than do folks in the rest of the State, WAVE delivers a bang-up, premium audience.

So don't grope aimlessly around in Kentucky. Let WAVE put you "on the map" where it *really counts*—in the Louisville Trading Area!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

WMAN

Ad Policy Blamed for Denial

THE ALLEGED advertising policies for which FCC disqualified the *Mansfield* (Ohio) *News-Journal* as a radio applicant were blamed by WMAN Mansfield last week, at least in part, for its decision to give up its FM authorization.

The newspaper will not permit its large store advertisers to buy radio time too, thus limiting the field for FM time sales, WMAN told the Commission. Further, FCC was told, approximately one-third of the industrial workers there are currently unemployed.

It was not the first time the *Journal* has been accused of advertising dictatorship. FCC denied AM and FM applications of the newspaper, and an FM bid of the commonly owned *Lorain* (Ohio) *Journal*, on grounds that Owners Isadore and S. A. Horvitz "have sought to suppress competition . . . and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts" [BROADCASTING, July 19, 1948].

FCC also had held that the Mansfield paper "has consistently fought" WMAN and "has harassed some local merchants to prevent their using WMAN as an advertising medium." WMAN got its FM grant simultaneously with FCC's original proposal to deny the newspaper applications.

WEOL Elyria, Ohio, made comparable charges against the Horvitzes in a series of broadcasts last fall [BROADCASTING, Nov. 29, 1948]. WEOL charged the Lorain paper refused to carry its logs even as paid advertising. It also told of letters from Lorain advertisers who said the *Lorain Journal* sent letters cancelling their display advertising within two weeks after their first use of radio.

The newspapers have insistently denied using exclusive advertising contracts, though according to FCC's findings their owners regard WMAN as an "illegitimate" station and concede hostility toward it. Their opinion of WMAN as "illegitimate," FCC held, is attributed to evidence in a 1942 renewal hearing at which, although renewal was granted, it was found that false reports had been filed by original officers.

The papers have appealed from FCC's denial of their applications but the appeal has not been decided.

WMAN's was one of four FM authorizations voluntarily given up last week. Others: WFBM-FM Indianapolis, WCLC Clarksville, Tenn., and WATC Morristown, N. J. (For details see FCC Roundup, page 84).

NAB Revamping

(Continued from page 23)

on a regional basis to aid station news operations and promote sponsorship of newscasts.

The district meeting schedule, starting in early September and running almost to Christmas, will be reviewed. NAB has been asked by its Sales Managers Executive Committee to devote one full day of each two-day meeting to sales. Programs of a clinic or workshop nature will be considered for the district sessions.

Sales clinics at the district meetings would be conducted by BAB, which eventually is to be set up outside the main NAB organization. BAB will complete transfer to its own New York headquarters by the end of July. If the board decides to perform the NAB reorganization operation this week, separation of BAB may be speeded.

The membership campaign may be tied into the district meetings, the schedule having been set up to give NAB officers time to contact non-members as they tour the country.

In considering membership problems the board will have charts showing station membership by states. One of the membership campaign plans has been based on the idea of state chairmen, with NAB preparing material for use of chairmen. Another plan contemplates a continuing membership drive on an organized basis.

Meeting of the NAB Standards of Practice Committee was held Friday at Wentworth-by-the-Sea. Committee chairman is Eugene Carr, WHBC Canton, Ohio.

Good Reconstruction

MARK SCOTT, WLOW Norfolk, Va., sportscaster, never realized how authentic his telegraphic reconstructions of baseball games were until a young couple leaving a Norfolk Piedmont League game stopped him and said, "May we come over to your studio and watch you do a Yankee game broadcast?" "Sure," said Mr. Scott, stumped, "but there's not much to see." "Oh," the couple insisted, "but we want to watch the game on your television set."

TAYLOR BARRED

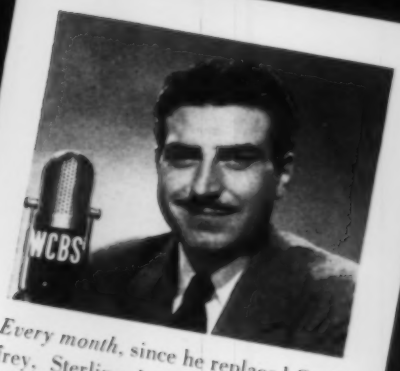
Martin Protests Action

REPORTED refusal of Czechoslovakia to admit Henry J. Taylor, ABC commentator, as an American news correspondent drew protest last week from Rep. Joseph W. Martin Jr., House minority leader, in a letter to State Secretary Dean Acheson. He urged Secretary Acheson to deliver "strong representations" to that country.

Mr. Taylor was advised last Tuesday by the Czechoslovakian consul in New York that he had been denied entrance and said no reason was given. Rep. Martin told Mr. Acheson "such action toward members of our free press is to be deplored" and recommended a protest be registered with the consul.

Looking for the largest?

New York's largest early-a.m. audience hears Jack Sterling on WCBS



Every month, since he replaced Godfrey, Sterling has ranked Number One in Pulse. Positions of the four top stations in the important early morning sweepstakes are as follows:

STATION	RATING	SHARE OF AUDIENCE
WCBS Jack Sterling	**2.9**	**23**
Station B	**2.6**	**21**
Station C	**1.8**	**14**
Station D	**1.3**	**10**

Nov. '48–May '49, Pulse of N.Y. average ½ hr. Ratings and Share of Audience, 6:00–7:45 A.M., Mon.–Sat.

Represented by Radio Sales

Webster Reappointment

(Continued from page 25)

issue, Sen. Tobey snapped back: "Perhaps they'll read the record [of this hearing]."

There was relatively little fire in the New Hampshire legislator's interrogations, though he generated some heat when he said Commodore Webster had been quoted as saying that manufacturers are a part of the public and that FCC, operating in the public interest, should see to it that they are not harmed.

The witness couldn't recall such a statement, and Sen. Tobey interjected that "you're a poor man to be a Commissioner if you don't remember whether you made an important statement like that." Commodore Webster explained that he has taken the view that FCC should be aware of the economic effects of its actions; that it would be harmful to put a communications common carrier out of business, for example, and that similarly FCC would be open to criticism if it damaged the broadcasting industry as a whole.

In line with this view, he said, FCC's forthcoming UHF-VHF television allocation plan will be arranged around the assignments already in use by existing stations.

Nor could he imagine that he had said, as Sen. Tobey suggested, that "the more you see of Congress, the more you think of administrative agencies."

Sen. Tobey, who with FM Inventor Edwin H. Armstrong is among the most persistent critics of FCC's reallocation of FM, called upon him to name the men he considered the outstanding electronic engineers of the day. Commodore Webster considered it a difficult assignment, but nominated first Dr. William L. Everitt of the U. of Illinois and then named Dr. Armstrong as being "right near the top along with Everitt."

Asked for his views on specific engineers, he expressed "high regard" for C. M. Jansky Jr., Washington consultant and FM pioneer, and said he would also place Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Division, "up near the top."

He also expressed great regard for Andrew D. Ring, Washington consultant, and Acting Chief Engineer Willoughby, though he said he would not place them in the topmost scientific category.

Compatible Systems

Asked whether the use of compatible systems for VHF, UHF and color would not put RCA—another Tobey target—in "large dominance" of the television industry, he said he did not think it would. On the subject of FCC's reliance upon technical data presented by industry, he thought FCC should and does take into account the possibility of self-serving presentation.

Sen. Tobey questioned whether the importance of color television wouldn't justify greater promotion by the Commission, and whether FCC might not consider "warning" the public of impending changes in allocations. "Or would that contravene the interests of the manufacturers?" he asked.

The appointee maintained that continuing sales of television receivers are vital to development of the art, and reiterated that compatibility of systems, and FCC approach to color on the basis of low-cost conversion of present sets will minimize so-called obsolescence of today's receivers.

He said it was "a mystery" why, as Sen. Tobey said, Radio Mfrs. Assn. and others have opposed adoption of color TV standards.

He said he would "do everything I can" to comply with Sen. Tobey's request that FCC call upon CBS and others for measurements of field strengths of color television transmissions. The legislator also asked for a copy of FCC's letter to NBC with respect to NBC's satellite TV station at Bridgeport, Conn. [BROADCASTING, May 9], and for FCC's minutes on the subject.

Chairman Johnson, who has persistently goaded FCC on its handling of television, said one point that disturbs him with respect to color is the possibility that FCC might do something that would "shut the door." Indicating his interest in the field, he has called upon the Bureau of Standards for an independent investigation of color's status [BROADCASTING, May 30, June 27].

Acknowledges Delay

Opening the hearing, Sen. Johnson acknowledged that "we should have held this hearing prior to June 30" when Comr. Webster's term expired, but said that because of the press of other work "we didn't get around to it."

He presented a biographical sketch of the nominee, a veteran of more than 30 years in the Coast Guard and former assistant chief engineer of FCC who was appointed Commissioner in March 1947 to serve out the unexpired term of Chairman Paul A. Porter. He is a former Chief Communications Officer of the Coast Guard and director of telecommunications of the National Assn. of American Shipping.

WRS' Rawlins Gets 74

SCORE to make most any amateur golfer envious was chalked up by Les Rawlins, manager of industrial relations for Westinghouse Radio Stations Inc., at the Llanerch Country Club, Philadelphia. Playing in the first round in the President's Cup Tournament, Mr. Rawlins scored 10 pars and three birdies for a 74, just two strokes over regulation figures for the 6,607 yard Llanerch course. His opponent, George Rowbotham, Philadelphia amateur champion, shot 11 birdies—nine in a row—to card a 62, 10 under par, but WRS is still mighty proud of Mr. Rawlins' two over par.

IN BUFFALO

COLUMBIA

and WGR

— have the sky-high Hoopers for '49

With Columbia's new galaxy of stars . . . and with more to come . . . WGR in Buffalo has sky-rocketed to new highs in Hooper ratings . . . climaxing a sensational two-year rise under the station's new ownership.* 5000 watts night and day on radio's most favorable wave length . . . 550 kc . . . gives advertisers the *best* reception in Western New York's rich market.

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.

Buffalo's Columbia Network Station

National Representatives: Free & Peters, Inc.

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry

"THINK I'LL BUY BOTH THEM HEIFERS!"

IF YOU'D like to see some doggone wonderful "impulse buying," you oughta watch us Red River Valley hayseeds! We got far higher than national average income — and, by golly, we spends it!

And if you'd like to get your share of this lavish North Dakota spendin', you'd *better use WDAY!* Many advertisers don't even *consider* other outlets. Latest Hoopers prove WDAY's a *5-to-1* favorite in Fargo and Moorhead. And we've got proof of exceptional *rural* loyalty, too!

HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	67.4	16.6	7.4	4.6
WEEKDAY AFTERNOONS	70.2	9.9	11.6	3.1
EVENINGS (SUN. THRU SAT.)	68.9	13.5	9.7	5.9

Write to us direct, or ask Free & Peters for all the dope. You'll be amazed — *and convinced!*

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.,
Exclusive National Representatives

WFBL

SYRACUSE, N. Y.

1ST (AGAIN)

in Hooperatings

AVERAGE RATINGS

Dec. 1948 thru April 1949

Weekday — Monday thru Friday

	WFBL	Station B	Station C	Station D	Station E
Morning	8.15	4.57	3.61	1.80	.72
Afternoon	6.17	3.94	3.63	2.26	1.83
All Day	7.16	4.26	4.26	2.03	1.28

Share of Audience

	WFBL	Station B	Station C	Station D	Station E
Morning	43.4	24.6	19.7	7.9	3.6
Afternoon	36.1	21.9	19.6	12.9	9.0
Evening Sun. thru Sat.	27.9	21.7	27.6	12.6	8.1

C. E. HOOPER WINTER-SPRING REPORT, 1949

WE'D BE GLAD
to show you the complete quarter-hour breakdown — just call . . .

FREE & PETERS, INC.
Exclusive National Representatives

CBS

WFBL BASIC SINCE 1927

IN SYRACUSE . . . THE NO. 1 STATION
WITH THE TOP SHARE OF AUDIENCE
MORNING, AFTERNOON OR EVENING

OWNERSHIP

Hearings Ordered for 3

QUESTION whether ownership transfers have occurred without FCC approval has been announced by the Commission as an issue in hearings previously ordered upon proposed sales of WTRR Sanford, Fla.; WCMW-AM-FM Canton, Ohio, and KDLK Del Rio, Tex. [BROADCASTING, June 27].

In each of the cases the Commission said it also wishes to determine whether the proposed purchaser of the station has been "participating in the profits, if any, obtained from the operation" of the station or has "sustained the losses which may have occurred from such operation, with particular reference to the degree of control" which the proposed purchaser "may have acquired from this participation."

The WTRR transfer involves sale of the station by James S. Rivers to Myron A. Beck for $50,000. WCMW requests transfer of control from five of 10 stockholders for $33,600 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney.

In the KDLK case, three of four original partners propose to sell the station for $32,000 to Martin Rose Jr., rancher, and E. M. Haigler, feed store and warehouse owner. One original partner, Thomas O. Matthews, withdrew to re-enter the Army. The others are James A. Clements, Richard J. Higgins and Joe H. Torbett [BROADCASTING, Jan. 31].

WDOV DOVER

Says WLOW Interferes

WDOV Dover, Del., has petitioned FCC for a show-cause order to require WLOW Norfolk, Va., to reduce its power below 1 kw.

The Norfolk station was authorized last March to move from 1590 to 1410 kc, using 1 kw daytime [BROADCASTING, March 21]. WDOV, also on 1410 kc with 1 kw daytime, claims the new operation at Norfolk is causing it "severe and objectionable interference" which should be eliminated by reducing WLOW's power.

WDOV's complaint was filed by William Courtney Evans, licensee, through P. W. Seward, Washington attorney.

CBC Board To Meet

BOARD OF governors of Canadian Broadcasting Corp. will meet July 28-30 at Montreal to take up new licenses of AM and FM stations; possibly to recommend first Canadian TV licensees; to hear requests from Canadian Assn. of Broadcasters for chain breaks and spot announcements after 7 p.m., and to allow individual broadcaster to approach Dept. of National Health and Welfare at Ottawa for approval on food and drug commercials, instead of having these go through CBC station relations department as at present.

Too Free Speech

REMINISCENT of the "men from Mars" broadcasts, WTNT Augusta, Ga., was invaded recently by an inebriated soldier from a nearby camp. Announcer E. F. MacFarland was reading the 11:28 p.m. newscast from the control room when the soldier, clad only in shorts, burst into the room, according to WTNT Manager Edgar Teasley. Amid pleas for quiet from Announcer MacFarland, the soldier shouted—into the mike—his rights as an American, sprinkling his utterances with profanity such as would shake the Standards of Practice. The intruder was chased from the studio with the aid of other staff members. But by this time shocked listeners had swamped WTNT telephones and no line could be cleared to call police. Officers finally arrived and arrested the soldier, who, Mr. Teasley said, gave no reason for his action other than that he had heard a newscast and "It sounded like German."

PERMANENT JRIF

Looms as Hill Possibility

SPECULATION that Congress might consider legislation covering the Joint Radio Information Facility project, to remove it from the present temporary status, has become apparent on Capitol Hill. The project, which prepares recordings for members of Congress for shipment to stations in constituent areas, has operated on a leased arrangement since 1947 by dint of Congressional appropriations.

Who would sponsor such a measure could not be learned, but it was said to have the support of certain appropriations committeemen, and both the Senate Secretary and House Clerk, under whose supervision the project is operated. The project, directed by Robert Coar and his wife, drew fire last month in hearings before House Appropriations subcommittee which favors maintenance on a self-sustaining basis, rather than "being subsidized from general tax funds" [BROADCASTING, June 13]. A recommended review of the operation has not materialized yet, however.

Both the House and Senate approved salary appropriations in the 1950 Legislative Branch Appropriations bill covering the recording project. The House group urged improvement of the "organizational and operational setup before another budget is submitted."

A Senate subcommittee, which held hearings June 14, noted that the operation had provided public address equipment for committeemen and that it was desirable that committeemen should be charged a "small rental."

tomorrow's 1000 Watt

RADIO STATION WILL INSTALL THE GATES *AIR-CONDITIONED* BC1F Transmitter

THE ONLY COMPLETELY NEW ONE-KILOWATT BROADCAST TRANSMITTER IN 1949

YOU CAN HAVE THE NEWEST AND THE FINEST NOW. GATES WILL GLADLY SUPPLY COMPLETE DATA ON REQUEST.

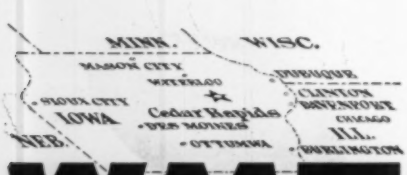
GATES RADIO COMPANY

MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
EASTERN ZONE OFFICE—WARNER BUILDING, WASHINGTON, D.C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th, NEW YORK, 16

WMT couldn't locate an account exec in Agency (IOWA)

. . . but there are plenty of big time buyers there. They buy what they need—and have enough left to buy what they want, because necessities *and* luxuries are amply provided for in their high per capita income. Agency, plus a thousand other communities, add up to WMTland, one of the nation's most prosperous markets, well-balanced with farm and industry income, well-covered with Iowa's best frequency —600 kc.

Though far from Fifth Avenue, the 1,121,782 people within WMT's 2.5 mv line are worth the attention of agency men interested in expanding markets. Get full details from the Katz man about Eastern Iowa's exclusive CBS outlet.



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

U.T.K. GRANT

FCC Reverses Denial

REVERSING its original proposal, FCC last week granted U.T.K. Radio Corp.'s application for a new station at Utica, N. Y., on 1230 kc with 250 w fulltime.

The proposed denial had been based on findings that (1) "a satisfactory showing has not been made of the applicant's financial ability to operate the station as proposed"; and (2) failure to comply fully with FCC's rule requiring 90% metropolitan coverage [BROADCASTING, Feb. 7].

Reconsideration followed submission of affidavits by Michael R. Hanna, manager of WHCU Ithaca and one-sixth owner of U.T.K., with respect to estimated operating revenue ($12,000 a month) and by Robert Trent Jones, who had not testified, with respect to his financial qualifications as a stockholder.

With this additional information the Commission found U.T.K. financially qualified. Reviewing the proposed service, FCC held that its lack of full compliance with the Engineering Standards "should not preclude a grant."

FCC made final its earlier proposal to deny the competing application of Mac Berger and Morris I. Henry, who had notified the Commission that they "did not wish to pursue their application."

U.T.K. ownership is held by the following in equal shares:

Richard H. Balch, Utica manufacturer, president; Mr. Hanna, who will be in charge of getting the station on the air; his brother, Joseph A. Hanna, Utica distributor of coin-operated amusement and vending equipment; Charles S. Donnelly, local postmaster and former mayor; Hobart L. Morris, local attorney, and Mr. Jones.

KMPC SALE

Reynolds Spikes Report

NO NEGOTIATIONS are under way for the Los Angeles *Daily News* to purchase KMPC Hollywood.

Robert O. Reynolds, station vice president, in spiking such reports, admitted that a preliminary meeting was held June 30 with Robert Smith, associate publisher and general manager of the *News*, but only to "qualify the publication's interest." Mr. Smith told BROADCASTING that the *News* has been "interested in acquiring a station for the past 10 years" and that he was "always interested to talk."

G. A. Richards, principal stockholder, would sell KMPC if a "satisfactory" price is offered, Mr. Reynolds said, but he is not interested in "unloading" the property. He further pointed out that Mr. Richards has set no price figure for KMPC. In negotiations with NBC more than three years ago, asking price reportedly was $3 million.

CBT Grand Falls, Newfoundland, new 1 kw station of Canadian Broadcasting Corp., was officially inaugurated on July 1, and joined CBC Newfoundland network at that time.

Opening Gift

TWENTY-FOUR hours before the formal opening of the John La Cerda advertising, publicity and public relations agency at 1500 Walnut St., Philadelphia, Mr. La Cerda and Russ Davis, his executive vice president, received word from the *Saturday Evening Post* that an article on which they had collaborated had been accepted. It marked the seventh *Post* acceptance for both men, although they had not collaborated before. Mr. La Cerda recently resigned as director of public relations at the Philadelphia Chamber of Commerce to open his own agency.

FLA. LIBEL LAW

Amendment Shields Radio, TV

GOOD FAITH compliance with any federal law or a regulation issued by any federal agency will relieve Florida stations of responsibility for libel under a recently enacted amendment to the state's statutes.

The amendment was passed by the Florida legislature at its recent session. It was sponsored in the Florida House by Rep. Charles O. Andrews Jr., of Orlando, representing Orange County, and in the state Senate by Sen. John Beacham, West Palm Beach.

The amended law reads as follows:

Civil liability of radio or television broadcasting stations; care to prevent publication or utterance required:
The owner, licensee, or operator of a radio or television broadcasting station, and the agents or employes of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio or television broadcast, by one other than such owner, licensee or operator, or general agent or employes thereof, unless it shall be alleged and proved by the complaining party that such owner, licensee, operator, general agent or employe has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast, provided, however, the exercise of due care shall be construed to include the bona fide compliance with any federal law or the regulation of any federal regulatory agency.

KCBS STUDIOS

Expansion Program Starts

AN EXTENSIVE expansion program at the KCBS San Francisco studios in the Palace Hotel was started last week. First step, expected to be completed by mid-July, is construction of a new entrance with a private elevator from the Palace Hotel lobby to the KCBS studios.

When the lobby entrance is completed the present street entrance to the studios will be closed.

Arthur Hull Hayes, vice president of CBS and general manager of KCBS, announced that this initial construction will be followed by a complete reorganization and redecoration of the station's offices, studios and other facilities in the hotel building.

IMPORTANT ANNOUNCEMENT

TO ALL STATIONS

SUBJECT: *BLACKSTONE WASHING MACHINE CO-OP CAMPAIGN*

● "BLACKSTONE, MAGIC DETECTIVE", quarter-hour transcribed program, is again available on a co-operative 50-50 basis for Blackstone Washing Machine radio advertising.

● The strike, which has been in progress these past few months, has been settled, and the factory is authorizing all distributors and dealers to reinstate the broadcast of Blackstone, Magic Detective on the 50-50 basis as originally established. Contact your Blackstone dealer and distributor for your authorization to resume on the same basis as previously.

● If your market is one which hasn't contracted for the Blackstone, Magic Detective program for Blackstone Washers, then write us immediately for complete details as to how your station can sell this excellent Blackstone series on a co-operative basis. Or, refer to our letter of October 22nd, 1948, which gave the information for your market.

● Give this your immediate attention, so that you may resume the Blackstone campaign, or, if you're a new market, get the campaign started. We will be glad to answer any questions you may have concerning the campaign. Your immediate attention is suggested.

CHARLES MICHELSON, INC.

RADIO TRANSCRIPTIONS

23 WEST 47th ST. NEW YORK 19, N. Y. PLAZA 7-0695

FCC Probe Deferred

(Continued from page 25)

essing—the TV freeze, and in AM and FM applications—the normal workload of FCC's law department "has been so substantially decreased in recent months that action could be taken within a reasonable time on these very items requiring the law staff's recommendation."

But, he added, "apparently the Commission is now awakening and showing a greater awareness of its responsibility to the public and reassuming the powers and authority given by statute, which have until only recently been deemed the exclusive preserve of its legal department."

Cites 'Slow Down' Policy

Rep. Walter stated that the TV freeze and reduction in AM and FM matters have resulted in a "slow-down" policy "as a means of permitting a few top staff officials to retain a complete complement of lawyers so that they may exercise their bureaucratic prerogative to the fullest extent and even request further appropriations to enlarge their own authority."

In conclusion, he said he was convinced "there can be a definite speedup on the staff level" and FCC conformity with the Administrative Procedures Act "will be part of the special inquiry which I propose to make of the Commission in the very near future."

Attorney General Tom Clark will be the first witness to appear before the subcommittee in the first of the present three-week series of hearings. Meetings will be held each Monday, Wednesday and Friday, under the chairmanship of Rep. Emanuel Celler (D-N. Y.). Other subcommittee members include Reps. Walter, Joseph Bryson (D-S. C.), J. Frank Wilson (D-Tex.), Winfield K. Denton (D-Ind.), Earl C. Michener (R-Mich.), Kenneth B. Keating (R-N. Y.) and William M. McCulloch (R-Ohio).

From time to time, representatives of trade, manufacturing and other interests, and Government will testify, it was announced. Hearings will be divided into four categories: history and growth of concentration; causes and methods of operation; various effects, and lastly suggestions and recommendations.

It is conceivable that Atty. Gen. Clark might be questioned on the reported investigation by the Justice Dept. of alleged monopoly within the broadcasting industry. James Kilday, chief of the department's anti-trust Transportation section, previously had disclosed that the probe involved "men looking into the possibility of an investigation of the radio field" based on unidentified complaints [BROADCASTING, June 20].

Another Justice Dept. official had opposed certain aspects of the McFarland FCC reorganizational bill with respect to possible weakening of "important" safeguards against monopoly.

TIME TO BUY?

CONSIDER THE FACTS

THE NORTH Country's key market, serving 170,000 people in Clinton, Essex and Franklin Counties, Vermont and S.E. Quebec Province.

Covers and influences a rich farming and industrial area.

Low economical cost per family, per customer, per sale

On

ABC 960 1000 WATTS

WEAV

Plattsburg, N. Y.

Joseph Hershey McGilvra

Nat. Rep.

CONSISTENTLY dominates listening audience in the Gloversville-Johnstown area, leading glove manufacturing center in the world.

Covers more than 11,000 Radio homes spending over $16,000,000 each year for YOUR products and services.

To sell Gloversville-Johnstown housewives you Must

Use

CBS 1340 250 WATTS

WENT

GLOVERSVILLE – JOHNSTOWN

Adam J. Young, Jr.

Nat. Rep.

DISCRIMINATION

McFarland Bill Ban Wins ANPA Praise

A PROVISION in the McFarland FCC reorganizational bill limiting the Commission's rule-making power and prohibiting discrimination between station applicants has drawn the unreserved approval of the American Newspaper Publishers Assn.

In a letter to Sen. E. W. McFarland (D-Ariz.), author of the measure (S 1973), the ANPA endorsed that section as "most desirable" and said it would "prevent the Commission from repeating its conduct in the past." The proposed addition to the Federal Communications Act, which prohibits discrimination regardless of ". . . lawful occupation or business association," would include newspaper owners who are applicants for station licenses.

Cranston Williams, general manager of ANPA, wrote Sen. McFarland: ". . . While the Federal Court. . . held that the Commission could not discriminate against an applicant simply because [he] is a newspaper publisher or has interest in a newspaper, there is need to have Congress place affirmative restrictions upon the exercise of delegated authority in order to prevent the abuse thereof."

Proposed Amendment

The addition, contained in Sec. 14 of the McFarland bill, would amend Sec. 332 of the Communications Act as follows:

No sanction shall be imposed or substantive rule or order be issued except within jurisdiction delegated to the Commission and as authorized by law. The Commission shall make or promulgate no rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon race, religious or political affiliation or kind of lawful occupation or business association.

Meanwhile, Sen. McFarland's communications subcommittee reportedly took no action last week on the proposed reorganizational bill. His plan to call a subcommittee meeting for the purpose of discussing the bill failed to materialize. The subcommittee is expected to meet early this week with a view to getting the measure in shape for report to the full Interstate & Foreign Commerce Committee, headed by Sen. Edwin C. Johnson (D-Col.).

KALL EXPANDS

Takes Larger Quarters

PRIVATE opening to herald new quarters for radio and television facilities of KALL Salt Lake City was scheduled for this past Saturday, with the public invited to attend beginning today (July 11) through July 23, George C. Hatch, president of Salt Lake City Broadcasting Co. Inc., announced early last week.

New quarters at 146 S. Main contain about 12,000 square feet of floor space, nearly triple that at the old location. Ultimately all operations—AM, FM and TV—will be housed under one roof, which also serves as headquarters for the Intermountain Network. KALL is applicant for a television outlet. Cost of the remodeling and installation of some new equipment will be about $50,000, with TV installation, when completed, expected to cost about $300,000, according to Mr. Hatch. Expansion was undertaken partly because of growth of the Intermountain Network in past months, he added.

'VILLAGE' FM

Survey Conducted for WRGK

FOR some time WRGK (FM) Brookfield, Ill., had been wondering just how much listenership FM could claim—and felt it needed a survey to convince potential advertisers. Surveys seemed costly, but high school students of Brookfield and an announcement on rabies cases served the ultimate purpose.

On its Friday evening telephone request program, the station recently aired an announcement by Village Manager Harold Eash that all residents would have to have their dogs inoculated for rabies. Following morning Mr. Eash received over 40 calls concerning the broadcast. On Monday, when police made their rounds, all had heard about the broadcast. The indication was clear since only weekly newspapers are published in Brookfield.

Still, George Ives, WRGK president, felt a survey was necessary. And inasmuch as the station had carried free advertising for high school activities, he went directly to the Riverside-Brookfield school superintendent. A teacher and 20 students dedicated themselves to surveying 810 of 7,000 families in Riverside and Brookfield, canvassing homes door-to-door.

The two suburbs are about 11 miles from downtown Chicago and within radius of Chicago and other AM-FM-TV signals.

Results Shown

Following results were tabulated:

Number of families with AM	806 or 99.6
Number of families with FM	265 or 32.7
Number of families with TV	172 or 21.2
Number of families with FM but no AM or TV	
% of TV owners with FM	54.7
% of FM owners with TV	35.8

Following listening habits were noted:

AM 3,750 hours total or 196 hours per AM station per day.

FM 518 hours total of 33.5 hours per FM station per day.

TV 754 hours total of 188 hours per TV station per day.

ALL THE BELLS in Bellingham won't make more noise for you in this Washington fishing center than ABC. For ABC rings the bell with 69% of all the radio families there, says BMB. In 42 Coast towns (inside AND outside) ABC has 50% or better BMB penetration.

BUZZING DOWN to California, we find all the roses in Santa Rosa hardly outnumber the ABC fans there. It's a honey of an audience, says BMB, for 81% of the radio families are regular ABC listeners. Big towns or small, on ABC you reach them all (and sell 'em).

COUNTING ALL the Marys in Marysville is a cinch compared to totting up the ABC fans there. Yet BMB did it and found 72% of this California town's radio families have the ABC habit...and it's a good one for you to get, too, if you want primary coverage of 96.7% of all Coast radio families.

On the coast you can't get away from

ABC

FOR COVERAGE... ABC's booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of *all* Pacific Coast radio homes. And ABC's Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you're on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

NEW YORK: 7 West 66th St. • TRafalgar 3-7000—DETROIT: 1700 Stroh Bldg. • CHerry 8321—CHICAGO: 20 N. Wacker Dr. DELaware 1900—LOS ANGELES: 6363 Sunset Blvd. • HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. • EXbrook 2-6544

KYW WORKSHOP

Month-Long Courses Start

GORDON HAWKINS, education director of Westinghouse Radio Stations Inc., announced that for the first time in the history of the KYW Philadelphia Summer Workshops for Teachers, military personnel are attending the month-long courses, which began June 28.

More than 40 school teachers from the greater Philadelphia area attended and 65 students took part in junior Workshop activities.

Scheduled to appear as speakers for remainder of seminar are Dr. Charles S. Swope, Westchester State Teachers College on "Radio As An International Force," on July 6; Norman Luker, North American director of the BBC, who discussed British radio and TV on July 7; Ned Rogers, senior partner of Gray & Rogers, Philadelphia, on "The Agency and Television," July 11; Dr. A. M. Natesh, representative of the New Indian Government, who will report on communications and education in setting up All-India-Radio, on July 12; Robert McDougall, program education director of WATV Newark, on "Starting and Operating a Television Station," July 13; Dennis Day, star of the KYW-NBC program, "A Day in the Life of Dennis Day," who will discuss network programming from a personality point of view, July 14; Donald Baird, assistant program director of WFLN, Philadelphia FM station, on "The Adaptability of English Classics to Radio," July 15; Miss Martha Gable, of the Philadelphia Board of Education, who will discuss education programming in TV, July 18-19; Stockton Hellfrich, manager of continuity acceptance for NBC, who will discuss continuity standards in AM and TV, July 20; Doris Corwith, director of education and religious broadcasts for NBC, July 21; Gertrude Broderick of the U. S. Office of Education, on "The Teacher's Responsibility to Radio," July 25, and Miss Noreen Maxwell, of Scotland, program officer and director of European and Middle East services in the United Nations.

NEW OFFICERS for 1949 for the Dixie FM Network, composed of 12 North and South Carolina stations, are (l to r) Pat Taylor, WHPE-FM High Point, vice president; Ray A. Furr, WIST Charlotte, president; Melvin Warner (standing), WCEC-FM Rocky Mount, secretary, and E. Z. Jones, WBBB-FM Burlington, treasurer. Officers were named at the annual meeting of the group held in Greensboro.

LOCAL APPEAL PROMOTION SUCCESS

10,000 Converge on Small Town for WTMJ Show

WTMJ Milwaukee is convinced that small cities within a big city station coverage area are eager to participate in and take the initiative in promoting any project featuring local names and personalities.

Ten thousand persons crowded into Berlin, Wis. (pop. 4,742), to see the WTMJ "Battle of a Century," a burlesque wrestling match between the chiefs of police of two neighboring towns, plus other entertainment.

The wrestling match and the extensive publicity which preceded it came about as the result of a pseudo-feud between Gordon Thomas, m. c. on WTMJ's early morning record-weather-temperature-time show, and Hig Murray, Milwaukee stockyards reporter, heard on WTMJ at 6:50 a.m. daily.

While traveling through Mr. Thomas' home town, Beaver Dam, Wis., Mr. Murray was picked up by the local police for a traffic violation. Next day on the air Mr. Murray made disparaging remarks about the Beaver Dam police. Mr. Thomas defended Beaver Dam. The "feud" developed for two months, with Mr. Murray comparing the hospitality of Beaver Dam with that of Mayville, Wis., his adopted home town. Listeners in the area were quick to join in the feuding, WTMJ reports, and wrote hundreds of letters taking sides.

An invitation from the mayor and the Chamber of Commerce of Berlin to stage a wrestling match between the police chiefs of Beaver Dam and Mayville was accepted.

The 90-minute "Battle of a Century" concluding with the burlesque wrestling show featured community talent. There was a parade in which the rival chiefs and the WTMJ "feuders," Mr. Thomas and Mr. Murray, rode. There were six bands from neighboring towns, 25 tractor floats, two drum and bugle corps, fire departments from two towns, drill teams and National Guard units.

City officials and civic leaders from five towns participated, and the host town, Berlin, staged a banquet for the visiting dignitaries. All in all, it was quite a show, says WTMJ.

EDITORIALIZING

ACLU Scores FCC Ruling

FCC's recent reversal of its famous 1940 Mayflower decision, which prohibited broadcasters from editorializing on the air, was scored on Capitol Hill last week by the American Civil Liberties Union as a "serious threat to free speech" and "not in the public interest."

The denunciation was voiced by James Lawrence Fly, former FCC chairman and now a practicing attorney, in a memorandum prepared for the organization and enclosed in a letter to Sen. William Langer (R-N. D.), who entered it in the *Congressional Record*. ACLU has been a staunch advocate of the Mayflower doctrine. Mr. Fly himself appeared last year in hearings before the Commission to support the non-editorializing edict, which FCC revoked with reservations last month [BROADCASTING, June 6].

Concurring strongly with minority views of Comr. Frieda Hennock, who held the doctrine should be reaffirmed and that a vague requirement of fairness is unenforceable, the union contended that "confusion and unworkability are both apparent" and that no general standard of fairness could be enforced.

"Once the thousands of stations are permitted to carry on partisan campaigns, the entire present staff of the Commission would be but a small portion of what would be required for enforcement," Mr. Fly asserted. He stated the union is committed to the principle that a broadcaster serving the public interest "cannot be permitted to editorialize, to harangue the public with his own private views and thus to turn the public's own powerful mechanism of free speech into an organ to serve . . . private aims."

The union felt the "practical effect" of such a "vague" standard, its "unenforcibility" and specific permission to editorialize, are tantamount to permitting broadcasters to "monopolize" the facility, and "to invite subversion of that facility to the promotion of private and partisan ends. This, we submit, is not in the public interest."

"We are content to have Mr. David Sarnoff and Mr. William Paley [heads of NBC and CBS, respectively], as persons and responsible citizens, heard on occasional forums and public discussions. . . . But they should appear as private citizens. . . . Though Mr. Sarnoff and Mr. Paley are both entirely fair, however tolerant may be the rule by such men, the dangers lurk in change of mind and change of management," the memorandum continued.

Lack of "practical power" by FCC to require a standard of fairness would be especially conspicuous in smaller cities having only one or two stations, or in cities where stations are owned solely by a newspaper interest, ACLU declared.

WOC

FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC is the FIRST individual station . . . the *only* Quad-Cities station . . . to offer its clients *commercial copy analysis*. On request WOC's Research Department tests WOC advertisers' copy for sales effectiveness through listening ease and human interest . . . according to a proved formula developed by renowned analyst Dr. Rudolph Flesch. All WOC-written copy is so evaluated. *Another* in WOC's long list of "FIRST'S"

Col. B. J. Palmer, President
Ernest Sanders, Manager

DAVENPORT, IOWA

FREE & PETERS, INC., National Representatives

ITH Distributor P B. nson says: "Dealers' sales quarter '49 show nearly % increase compared 2nd quarter '48."

WESTINGHOUSE Distributor J. W. Carr says: "Dealers report increased sales and more requests for FM demonstrations."

GE Distributor R. H. Waterman says: "Immediate result ... increased sales of FM sets at a time when radio sales in general are off."

H. WILLIAM KOSTER, right, manager of FM station WPJB, Providence, R. I., helps arrange radio display with Leo Miller, one of 150 participating radio dealers in current campaign to boost FM set sales.

A Distributor L. V. Ega- says: "Doubled sales of A Victor FM sets in ter- ry . greatest promo- al campaign in radio.

WPJB Banishes Seasonal Slump For FM Set Dealers

Defying predictions of a summer slump in radio set sales, WPJB in Providence, R. I., has doubled and trebled anticipated sales for regional dealers with an aggressive off-season promotion drive.

Endorsements of FM by more than 150 distributors and dealers are being pictured in a two-month series of newspaper ads urging: "You need FM for the Best in Radio." The promotion is supplied by WPJB without cost to distributors and dealers.

Some 600 columns of newspaper advertising is the backbone of the WPJB campaign. Window posters, counter cards, truck banners, bus cards and set displays put across the idea that FM listening is good in all seasons.

Dealers report a dead market suddenly come to life. Distributors say dealer re-orders are more frequent than usual at this season, and for larger shipments.

Rhode Island paced FM set sales in 1948, increasing distribution by 162 per cent while the rest of the country went up 35 per cent. That difference was credited by dealers to WPJB's constant FM promotion. WPJB backs up its FM promotion with alert local programming to provide quality listening to go with quality FM reception.

WPJB-fm
"AS NATURAL AS LIFE"

FM Station of the Providence Journal Company
Represented by the Walker Company

PHILCO Distributor S. J. Shiff says: "Sales of Philco FM receivers are steadily increasing as a result of this impact."

OMIRAL Distributor B. R. bert says: "Steady impact PJB's FM promotion re- lted in substantial increase sales during dull period."

EMERSON Distributor R. L. Rosenfeld says: "Since the campaign started our sales of FM sets have more than doubled."

STEWART-WARNER Distributor Harry R. Tracy says: "Sales FM radios very gratifying . . . campaign stimulated sales when they normally would have been low."

TELE-TONE Distributor B. E. DeGroot says: "The increased sales of FM and AM-FM combinations have been excellent."

CROSLEY Distributor W. H. Shurtleff says: "Sales past month more than double sales any previous month this year . . . feel this due entirely to this FM advertising."

STROMBERG-CARLSON Distributor J. J. Moore says: "Greatly increased interest in FM for past two months resulting unquestionably from WPJB's promotion."

XUM

It's a happy marriage!

HAPPY for *you*. Now you can be sure of selling virtually the entire southeastern United States, without ever leaving your desk. And without paying for expensive extra coverage you don't need.

Because, for the first time, the two giants of the southeast—50,000-watt WRVA in Richmond and 50,000-watt WBT in Charlotte—have combined for a joint broadcast every Saturday night of the South's famed OLD DOMINION BARN DANCE . . . a giant of a program!

It's a *perfect* marriage!

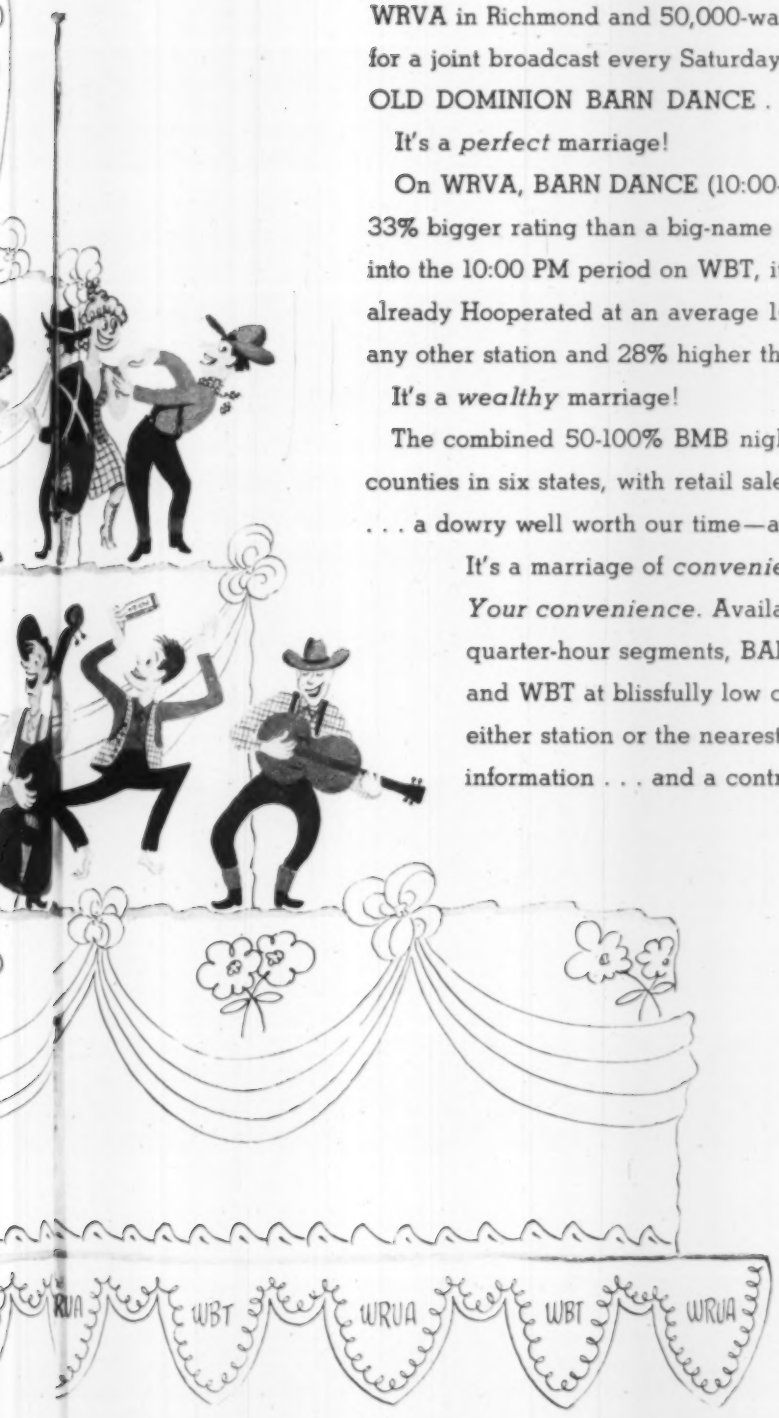
On WRVA, BARN DANCE (10:00-10:30 PM) has an 11.7 Hooperating*—a 33% bigger rating than a big-name comedian on the second station. Moving into the 10:00 PM period on WBT, it follows a four-hour lineup of programs already Hooperated at an average 16.3**—a 101% higher average than any other station and 28% higher than ALL other stations combined.

It's a *wealthy* marriage!

The combined 50-100% BMB nighttime area of WRVA and WBT totals 193 counties in six states, with retail sales of more than $3,400,000,000† . . . a dowry well worth our time—and yours!

It's a marriage of *convenience!*

Your convenience. Available as a half-hour package or in quarter-hour segments, BARN DANCE can be sponsored on WRVA and WBT at blissfully low cost. For your convenience, one call to either station or the nearest Radio Sales office will provide complete information . . . and a contract.



WBT | **WRVA**

CHARLOTTE, NORTH CAROLINA | RICHMOND and NORFOLK, VIRGINIA

*Richmond, Oct. 1948-Feb. 1949. **Charlotte, Oct. 1948-Feb. 1949
†Sales Management Survey of Buying Power, May 1949.

XUM

Editorial

AM-TV Ethics

THE CROSS-REFERENCE blight has established a new radio beach-head, and a counter-offensive looms.

Users and proponents of aural broadcasting have detected an increasing tendency on the part of AM stations with TV affiliation, to plug, on AM, their TV programs. And to use the language of one of the AM'ers (who incidentally holds a TV construction permit), "It is a lousy way to treat our AM advertisers."

To quote further this broadcaster:

"We tell our AM advertisers when we sign a contract that we'll do all we can to get all the listeners for them we can. Yet, when they're on the air, we come on and suggest to our AM listeners that at a certain time they should tune in their TV. In other words, to hell with the guy that is spending money with me on AM—you watch my other fellow's TV show!"

It was inevitable that this problem should arise. Networks are loath to let their advertisers cross-reference to other networks—even on their own time.

The question that confronts the AM-TV broadcaster boils down to one of ethics. Each medium should, and ultimately must, stand on its own bottom.

Wrong Horse

SOMEBODY is always shooting at some aspect of radio programming and invariably there comes a plea to the FCC to do something about it.

The latest programming excursion has to do with horse-race programming. Certain local authorities, it seems, don't want stations to broadcast information until after the tracks are closed and the bang-tails have been tucked in for the night.

Horse-racing is legal in many states. If it's legal to race them for the people, it's obviously just as legal for the people to hear about them over the air and read about them in their newspapers. The fact that bookies may tune in and thus pay off illegal bets illegally made certainly should have no bearing upon the legality of publication of the racing news—whether it be by the printing press or by the electronic press—the microphone or the television screen.

Of course there's the element of good taste in programming and perhaps of willfully aiding and abetting the bookies, such as for pay. Most tracks are prosperous because people like to bet on horses. Those people don't go to the races every day, but they like to keep abreast, like play-by-play baseball, or football, or even the prize giveaways.

And it's like the advertising of alcoholic beverages. Some stations accept it; others do not. But it's permissible and legal because there's no national prohibition—just state and local option.

The answer in all these cases, it seems to us, is whether it's legitimate and whether the public wants it. There are enough stations almost everywhere to give the public a choice of programs.

If the do-gooders or the local authorities want something done about horse-race broadcasting or alcoholic advertising, let them strike at the source, and get the basic laws changed—if they can.

Un-Clear Channel Case

WHAT, WHY, where, when clear channels?

Except for purely partisan positions (there's no middle ground; you must be for or against), the topic is handled gingerly. It has been the biggest headache of the FCC and its predecessor FRC. It is one topic that is spontaneously combustible on Capitol Hill.

The FCC, it seems, is about to promulgate its clear channel decision. It must determine whether clear channels will be kept inviolate; whether some of them will be duplicated and others retained, and whether the present power limitation of 50 kw shall be continued.

Sentiment in the Senate has been whipped to the point where there can be little doubt that there is considerable opposition to higher power (the opponents call it super-power) on the ground that it will tend toward monopoly. Because there is a mere handful of 1-A clear channel stations, it is equally obvious that among licensees the balance is heavily against higher power on clear channels.

Greatest emphasis has been given the economic question—whether other stations could survive higher power. Technically, the story may be different, but even expert engineering opinion is sharply divided.

Isn't it a fact, however, that the whole clear channel picture has changed since the last siege of hearings was closed in January 1948? There is no record in radio regulatory annals as detailed. There's a serious question whether many of the points raised do not now approach mootness.

For example: Do all the 24 1-A clear channel stations really want 750 kw or 500 kw, entailing an $800,000-$1 million expenditure? Is there the same urgent demand for duplication in the light of overcrowding of the standard band, and, even more persuasive, the onrush of TV which will entail additional millions of risk capital, and big smudges of red ink?

We may miss it a mile, but it is our feeling that the main reason the Clear Channel Group is pressing for its 20-station plan with 750 kw, and with equal division of such stations among the four networks, is to preserve the sanctity of the 1-A clears. They evidently feel that clear channels cannot be retained with a 50 kw limitation.

This observation probably will arouse those clear channel stations which have sought higher power for a score of year, convinced that it is the only means of serving the remote listener. But that's the way it looks to us.

Conversely, we doubt whether the majority of the licensees in the first couple of hundred markets would relish the breakdown of clears and the resultant introduction of new competition. By the same token, few if any of them want to see power beyond 50 kw because of the economic factor. Moreover, many licensees who coveted duplicated assignments would be wary of the investments entailed in installation of directional arrays to protect dominant stations.

Here again we invite the opposition of the breakdown advocates. Yet, that's how it looks from here.

Thus, there are new facts, new faces, new horizons. The *new* record in the clear channel case is now over four years old. What has happened in AM, FM and TV in that span? There's a NARBA conference ahead this fall.

A reappraisal is indicated—a summing up of the new evidence. Perhaps the NAB can use its good offices to do this job without favoring one class against the other. Maybe the FCC should call for new oral arguments and briefs.

The rules of reason—economic, social and hemispheric—should prevail. We submit that can't be done now on a record started more than four years ago.

Our Respects To—

FRANCIS PATRICK MATTHEWS

THERE must be something about this radio business that equips its practitioners for high posts in the national defense establishment. Two-thirds of the secretariat under Defense Secretary Louis Johnson consists of broadcasters—Francis P. Matthews, Secretary of the Navy, and Gordon Gray, Secretary of the Army.

Secretary Matthews, like most of his predecessors, "is a little slim on nautical background," according to *Time* magazine, which goes on to quote him as saying, "I do have a rowboat at my summer home."

But whatever Francis Matthews lacks in seamanship he makes up many times in an extensive background of public, civic, business, fraternal and religious attainments. So vast is his record that a miniature *Who's Who* volume would be required for a complete listing.

In any case, the staff members of WOW Omaha and KODY North Platte are proud that their associate and friend, and one of Nebraska's most distinguished citizens, is now Secretary of the Navy.

Mr. Matthews is a charter member of Radio Station WOW Inc. and has been active in policy direction of both the Omaha and North Platte stations, while also serving as WOW's local counsel. He has been particularly active in the pioneering and training stages of WOW's television activities, working closely with President-General Manager John J. Gillin Jr.

For the past two decades he has directed just about every civic activity in Omaha. As director of the U. S. Chamber of Commerce he wrote the widely-quoted reports attacking Communism and Socialism. He was a member of President Truman's Civil Rights Committee and has traveled half-way around the globe as vice president of USO.

President Truman selected a loyal and long time Democrat last May 13 when he nominated Mr. Matthews to the high Navy post, the same day he sent up the name of Gordan Gray to be Undersecretary of the Army and a few weeks later to be Secretary.

Born at Albion, Neb., March 15, 1887, he attended grade schools at Albion and Spaldin Neb., and Okaloha, Miss. Back at Albion, he was graduated from high school in 1906 and four years later from Creighton U. College of Arts with an A. B. Another year at Creighton won him an M. A., and two years later he received his LL. B. from Creighton's College of Law.

Shortly after hanging out his shingle he married Mary Claire Hughes, of Battle Creek

(Continued on page 48)

WSAI

"SHELF LEVEL" SELLING

CINCINNATI

A Sponsor Complains:

My only complaint about "Shelf-Level" Selling at WSAI is that our salesmen have more than they can do covering all the potential new accounts where the plan has smoothed their path. (2 of our salesmen added 37 new accounts out of 69 calls in support of Shelf Level Selling.)

Norman Brammall
Gen'l Mgr. — H. F. Busch Co.
Makers of Busch's Famous Sausage

An Official Concurs:

. . . progressive, constructive and educational program for the food retailers of Cincinnati.

. . . it will pay handsome dividends to the public in bringing about more efficient and more economical merchandising practices of retailers. It will benefit the retailers by making better merchants out of them and, through the efficient merchandising practices, it will make more profitable operations; and, last but certainly not least, is the recognition of your radio station and its programs by the trade as the right medium for reaching consumers and retailers alike.

George R. Dressler, Sec'y
Nat'l Assn. of Retail Meat Dealers

But it's Broader than that:

Your "SHELF LEVEL" plan has inspired our members to greater sales through better merchandising methods. We congratulate WSAI and assure you of our continued cooperation.

Mr. E. H. Strubbe, Gen. Mgr.
700 White Villa Stores

Because the "SHELF LEVEL" plan is so unique, we invite stations in other markets to adopt it. Information on request.

CINCINNATI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

Management

J. H. SOLE, former associate manager-chief engineer of KNGS Hanford, Calif., has been named general manager of KVMV Twin Falls, Idaho. He recently purchased 62% of control in the station for $23,500 BROADCASTING, June 6).

DAVID M. ARMSTRONG, formerly in positions of account executive, sales manager and assistant manager for CKNW New Westminster, B. C., has been appointed manager of station.

Mr. Armstrong

JACK J. GWYER, commercial manager of KBRO Bremerton, Wash., has been named general manager.

G. A. RICHARDS, principal owner of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, has been presented distinguished service citation by National Council of Administration of Veterans of Foreign Wars.

WILLIAM R. TEDRICK, manager of KWOC and KWOC-FM Poplar Bluff, Mo., has resigned to take over operation of KNEM, new 250 w fulltime outlet to be constructed at Nevada, Mo.

SIR WILLIAM J. HALEY, director general of BBC, arrived in New York July 9 for a week's visit, his first since 1943.

HAROLD E. FELLOWS, general manager of WEEI Boston and manager of CBS operations for New England, has been named trustee of New England chapter of Arthritis and Rheumatism Foundation Inc.

JAMES M. LEGATE, general manager of WIOD Miami, Fla., has been elected campaign chairman of Community Chest of Dade County for 1950.

CHARLES G. BURKE, general manager of KFGO Fargo, N. D., and conductor of station's weekly *Hunting and Fishing Guide*, has been elected state chairman for North Dakota of Ducks Unlimited Inc.

JAMES HUNTER LOGAN, manager of broadcast operations for WMAL Washington, and Vivian Irene Francis have announced their marriage.

ONE DAY'S CATCH of four WCCO Minneapolis-St. Paul executives in Lake Ida near Alexandria, Minn., included bass and northern pike. Catching their limits were (l to r) Merle S. Jones, WCCO general manager; Leo Lorenz, guide; Al Harding, station's sales manager; Norm Henning, guide; Ivan Anderson, WCCO transmitter engineer, and Jim Beloungy, chief engineer.

Respects

(Continued from page 46)

Neb. They have six children, five of them girls.

Admitted to the Nebraska bar in 1913, Mr. Matthews has been a practicing attorney 36 years, culminating last year in formation of Matthews, Kelley, Matthews & Delehant, of which he is senior member. Among other business items in his career are these: Counsel for RFC in Nebraska and Wyoming; chairman of board and director Securities Acceptance Corp., Omaha; president and director, First Federal Savings & Loan Assn. of Omaha; director and member of executive committee, Northwestern Bell Telephone Co., Omaha; vice president and director of WOW; director, Central National Insurance Co. of Omaha.

Long active in Democratic politics in Nebraska, Mr. Matthews headed the Nebraska delegation at the 1948 Democratic National Convention. He kept it for Truman, too, through all the balloting. He has held the post of Supreme Knight of the Knights of Columbus, and most of the lesser offices.

The list of his trusteeships and director posts includes Boys Town, Creighton U., Omaha Public Library and Metropolitan Utilities District (elective). He is a member of the Omaha, Nebraska, American and Federal Communications Bar Assns.

With these and dozens of other activities and connections, he has shown the oft-observed facility of the truly busy man to find time for the human side of living. It sounds trite, of course, but he likes to think of work, "hard work," as his main hobby. But he finds time for fishing when he relaxes at his summer home, "Glendaloch," in Ely, Minn.

Then there is a considerable amount of reading on his spare-time agenda, usually of the classic type. Probably the closest thing he has to a hobby is his interest in oil paintings, particularly portraits. Though not a collector, he has made a serious study of the old masters and derives much pleasure from this hobby.

Among civic and religious activities are high official posts in the local and national Chamber of Commerce; local and national Community Chest, National Conference of Catholic Charities, Catholic Diocesan Committee on Scouting, Nebraska Tuberculosis Assn., National War Fund, War Prisoners' Aid, National Catholic Community Service.

In 1943 he was named special representative of the Catholic Administrative Board of Bishops to visit England, Ireland and Scotland, and in 1944 to visit other countries in Europe and the Middle East in connection with welfare services for U. S. forces and relief of peoples in liberated areas.

For his war services he was awarded the Medal for Merit by President Truman.

In the civic field he has been a high officer of American Overseas Aid, National Christian Committee for United Jewish Appeal, Nebraska honorary member of Franklin D. Roosevelt Warm Springs Memorial Commission, Advisory Committee on Voluntary Foreign Aid of the State Dept., National Catholic Resettlement Council and Committee on Human Rights.

Among decorations are Knight of Order of St. Gregory the Great; Knight Commander, K. C., with Grand Cross; Knight Commander with Grand Cross of Equestrian Order of Knights of Holy Sepulchre; Secret Papal Chamberlain with Cape and Sword, one of the highest honors a Catholic layman can obtain.

Clubs include Omaha Rotary, Omaha Athletic, Metropolitan Club of New York and Catholic Club of the City of New York.

Mr. Matthews is a member of Ak-Sar-Ben, Nebraska State Historical Society, American-Irish Historical Society (Nebraska vice president), Commission on American Citizenship of Catholic U., Omaha Chapter of National Aeronautics Assn., Omaha Council on Foreign Relations, Ancient Order of Hibernians and Newcomen Society of America.

This incomplete delineation of the activities of an illustrious son of Nebraska tells only part of the Matthews saga, but perhaps serves the purpose of showing that any individual who can serve officially in so many organizations and enterprises must certainly possess the qualities needed in one of the nation's critical defense positions.

For Francis P. Matthews has lived a full and complete life. He has well served business, community, church and nation. Those who have watched his career feel a new sense of confidence in the nation's defenses now that this man of many achievements has been named Secretary of the Navy.

FM EXCLUSIVELY

KFH-FM Airs 3-Hour Musical

DEPARTING from its policy of duplicating the entire AM daily schedule on FM, KFH-FM Wichita, Kan., has started a 52-week series of three hour musicals, exclusively on FM. Aired Sunday from 9 a.m. to 12 noon, the series, *Music at its Zenith*, is sponsored by S. A. Long Co., Wichita wholesale distributor for Zenith radios.

The three-hour FM feature is presented in five parts—four half-hour periods and one fullhour segment. First period at 9 a.m., *Music Old*, offers recorded and transcribed music of popular hit tunes of the past. *Music New* uses the top tune of the week as its theme and includes only the latest recordings. Third segment, *Music Borrowed*, features transcriptions from the great musical shows, while *Music Blue* includes tunes with "blue" either in the song title, musical type or lyric content.

Concluding segment, which is a full hour from 11 a.m., is titled *The Concert Hall* and presents a complete symphony or other major work transcribed by renowned symphony orchestras. This portion is dedicated to outstanding Kansas and Oklahoma musicians who live in the KFH-FM listening area. Before and after *Music at its Zenith* KFH-FM continues to duplicate the AM schedule.

FOR $ASEL

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

A Service of Broadcasting Newsweekly

TELECASTING

JULY 11, 1949

TV ALLOCATIONS

FCC Completing VHF-UHF Plans and Rules

FIRST PUBLIC SCRUTINY of FCC's conception of the television allocations pattern of the future is due to come this week.

The Commission was completing Friday, and expected to release in a few days, the proposed combined VHF-UHF allocation plan and attendant new rules which it promised in the overall TV prospectus released six weeks ago [BROADCASTING, May 30].

A petition urging FCC to take a new approach and open up only a very limited number of UHF channels was filed meanwhile by the Washington law firm of Haley, McKenna & Wilkinson. But the Commission seemingly was disinclined to consider it at the moment, since its own proposal was nearing completion and provision is being made for alternate plans later.

FCC's plan is slated to encompass the use of some 30 to 35 channels in the lower end of the 470-890 mc UHF band to augment the present, admittedly inadequate, 12 VHF channels. To offset the tropospheric and related interference problems which prompted the current television freeze and rules and allocations revisions, co-channel separations in the order of 225 miles are contemplated, as compared with the present plan's basis of 150-mile spacings.

Few Reassignments

Few if any existing stations are expected to be given new assignments in the proposed plan. They form the core around which the new plan is laid out. With the quadrupling of available channels and the increase in co- and adjacent-channel separations, however, the specific channel allocations for other communities may be vastly changed. A mixing of VHF and UHF channels in some cities is considered certain.

The industry and other interested groups will be allowed about 30 days in which to study the proposals and submit comments and alternative plans. The hearing will be held in mid- or late August, under the current timetable. FCC is hopeful that the final decision, including general lifting of the freeze on new authorizations, may be reached by "late fall," but the timing will depend upon the length and complexity of the hearing. Pessimistic estimates place the decision date as late as mid-1950.

FCC's decision to provide for submission of data on color television in the hearing has generated increasing interest, not only among the public and within the industry, but on Capitol Hill (see story page 25). An independent study of color is being launched by the Bureau of Standards at the behest of Chairman Edwin C. Johnson of the Senate Interstate & Foreign Commerce Committee, though observers doubt this work will be completed before the August hearing.

The proposal advanced by Haley, McKenna & Wilkinson involves, fundamentally, the abandonment of the present standard of 50 kw power at 500 feet antenna height for all stations. Instead, the proposal would assign each station enough power to serve "its natural area" with 2 millivolts per meter. Use of the carrier offset method of co-channel operations and employment of high antennas should be encouraged, the petition continues, "as a means of improving service and reducing interference."

By this method, the petition asserts, FCC could retain "substantially all" of its existing VHF allocation and assign some additional VHF channels "where distance separations of 150 to 75 miles are preserved."

Reiterating the view it expressed in a statement filed earlier on behalf of WNOW and WNOW-FM York, Pa. [BROADCASTING, May 9], the law firm contends that FCC might thus, with the addition of not more than 10% of the UHF spectrum, provide adequately for TV's development for three to five years. Time and impetus for UHF experimentation would be provided, most of the UHF region could be reserved for color or high-definition monochrome, and the commercial channel market would not be so glutted that assignments would go begging, the firm says.

In support of its argument for power assignments based on community need rather than the established standard of 50 kw at 500 feet, the petition notes that "there is neither uniform population distribution nor uniform terrain throughout the country." Whereas some metropolitan areas require more than 50 kw effective radiated power, it is pointed out, "others can be served adequately with much lower power and it would be an economic burden, which in many instances could not be carried, to require the use of 50 kw." The petition continues:

. . . It is necessary, both as a matter of engineering and of economics, that the plan permit the greatest possible leeway to "fit" or "tailor" the service contours to the needs and requirements of the areas being served.

The only rigid specifications that should be tolerated are the assignment of the channels to the various cities; the designation of the minimum area to be served by each of the stations and provisions of adequate power for that purpose; and the specification of the minimum contour beyond which intereference from other stations will not normally be tolerated.

The law firm felt that use of the carrier-offset system should be required; that stations should be allowed to increase coverage if interference does not result; that power boosts should be accomplished by increasing antenna height, since this normally would not increase interference, and that the use of directional transmitting antennas should be encouraged for improvement of service areas and reduction of interference, but not as a basis for a nationwide allocation plan.

The petition, more than 130 pages in length counting supporting annexes, was prepared by Andrew G. Haley, James A. McKenna Jr. and Vernon L. Wilkinson.

BOXING

Top Contests on NBC-TV; Gillette Sponsors

GILLETTE SAFETY RAZOR CO. last week bought the lion's share of radio and television rights to the country's top boxing contests.

The razor company signed a contract with the Madison Square Garden Corp. and the International Boxing Club—a combine which sportswriters have labeled "Octopus Inc."—giving it exclusive broadcast rights to all Friday night ring matches originating in the Garden beginning next September.

A joint announcement by J. P. Spang Jr., president of Gillette, and Niles Trammell, NBC president, stated that NBC television would carry Gillette telecasts of the Friday night fights from the Garden or from other cities where the promotion organizations might stage them if the Garden were unavailable.

Although no radio contract had been signed, it was believed that Gillette would follow its practices of past years and select ABC to carry AM broadcasts of the fights.

Rights to outdoor boxing promoted by the Garden and the IBC during summer months were as yet unsold. It was understood that Gillette had been given informal assurances that any championship outdoor matches would be assigned to it, although it might have to alternate with CBS on other outdoor engagements.

A fortnight ago CBS announced it had entered a deal with the Garden for radio and television rights to weekly fights staged by the promotion combine at the St. Nicholas Arena, New York, as well as matches promoted by the Garden in other cities on nights when no St. Nicholas bouts were available.

Although sponsorship of the CBS fight telecasts has not been announced, it was believed that Ballantine Beer, which sponsored Tournament of Champions contests over CBS, would pick up the tab for them.

The price which Gillette had paid the Garden for radio and television rights was not made known, although it was recalled that the company had paid $400,000 for almost similar rights under a one-year contract with the Garden which expired May 31.

As matters stood last Friday, the boxing programming for the next year would shape up like this: NBC television will carry all Friday night bouts from the Garden or from Chicago, Detroit or St. Louis under sponsorship of Gillette. CBS will telecast all weekly bouts from St. Nicholas Arena, New York, or from other cities on nights when St. Nicholas is not available, probably under Ballantine sponsorship. These weekly fights will be staged on some night other than Friday.

Still unsettled was the disposition of rights to outdoor boxing promoted by the combine.

It also was undecided as to what use CBS would make of its radio rights to the St. Nicholas bouts.

It was thought probable that Gillette would sign with ABC to carry Friday night Garden boxing.

TV SPACING

Offset Carrier Plan Shown

OFFSET carrier system of spacing TV stations on the same channel to reduce interference was demonstrated by RCA Thursday at its Princeton, N. J., laboratory.

The tests showed "very good" results, according to a member of the Joint Technical Advisory Committee. The committee, comprising Radio Mfrs. Assn. and Institute of Radio Engineers members, observed the RCA demonstration.

Signals of WNBT New York were received without interference while WNBW Washington and WGAL-TV Lancaster, Pa., were operating on Channel 4, with 10,500-cycle separation employed. When the three stations operated without using the carrier shift system, considerable interference was present, it was stated.

A similar test was staged with WCBS-TV New York and WMAR (TV) Baltimore, both on Channel 2. Again the New York picture was clear when offset, but marked by interference when not offset.

RCA has planned demonstrations using listeners picked at random to determine the reaction of non-technical observers. They would be located in fringe areas.

Attending Wednesday's demonstration at Princeton were these JTAC members: John V. L. Hogan, president of Radio Inventions Inc., JTAC vice chairman; Ewell K. Jett, radio director of the Baltimore *Sunpapers;* David B. Smith, vice president, Philco Corp.; Laurence G. Cumming, IRE; Philip F. Siling, director, RCA Frequency Bureau.

Dr. George H. Brown, section head of the technical staff, Radio Systems Research Labs., RCA Labs. Div., directed demonstration.

SMPE TV UNIT

Named to Appear Before FCC

SOCIETY of Motion Picture Engineers is appointing a special committee to represent it before the FCC on theatre television matters.

Specifically, the committee will be charged with answering six questions on theatre-video raised by the FCC July 1 [BROADCASTING, July 4]. These questions deal with frequency needs and operating plans.

Two companies will join SMPE in stating the case before the FCC for allocation of frequencies for commercial theatre television. They are Paramount Pictures Inc. and 20th Century-Fox Film Corp., each with plans for theatre television.

The SMPE committee will be headed by D. E. Hyndman, chairman of the SMPE theatre television committee, and it is expected it will include representatives of all phases of the motion picture industry, including production, distribution, exhibition, film manufacturers and manufacturers of theatre television equipment.

FIRST television contract in the Carolinas was announced recently when Carolina Appliance Co., distributor of Motorola products, undertook advertising campaign to begin on WBTV (TV) Charlotte on the first day of transmission July 15. Present at negotiations were: seated (l to r)—Frank Stanton, treasurer of Carolina Appliance Co.; Walter J. Klein, president of Walter Klein Co., agency. Standing—Charles Crutchfield, vice president of Jefferson Standard Broadcasting Co. (WBTV); Keith Byerly, WBTV sales manager; Thomas Glasgow Sr., president of Carolina Appliance Co.; and Charles Swanson, TV representative of Motorola Co.

GRID GAMES

Coast Conference Okays TV but Not on Film

PACIFIC COAST Conference, at its annual meeting in Seattle, proclaimed for the first time officially that member colleges and universities may contract to have their football games telecast during the coming season.

However, the conference decided, games must be telecast from the field while the game is in progress. No games may be filmed for later release by television stations.

But even though the door was thus opened a bit farther to television, the conference left the decision up to the individual member schools. Most schools in the PCC had been awaiting the annual meeting of the conference, hoping for more definite policy direction in the matter. The official decision, however, has left most schools as confused and undecided as before.

Last year only two PCC schools were on television— U. of Southern California and U. of California at Los Angeles.

The USC-UCLA games last year served as opener for KLAC-TV and were acquired by the station as a package for $75,000. With no sponsor until the season was well underway, KLAC-TV lost approximately $20,000 which reportedly was added to "promotional" expenses.

At price reported as "better than $75,000," ABC has purchased exclusive TV rights to USC-UCLA football games. First in package of 11 grid battles will be telecast over KECA-TV Hollywood on Sept. 16 when that station officially starts operating. Opener will be a night game between Oregon State College and UCLA.

Hoffman Radio Corp., Los Angeles (set manufacturer) and Hoffman Television Dealers of Southern California will sponsor the series although it is known that ABC, in an immediate bid for TV prestige, will carry part of the cost.

No Final Price Disclosed

Although ABC (KECA-TV) was said to have bid $60,000 for the package, no price for the final transaction was disclosed by Frank Samuels, ABC Western Division vice president. He said the universities received "better than $75,000" for the package. Colleges had been holding out for $75,000. KTTV (TV) Hollywood was said to have bid $55,000.

There is a possibility that KFMB-TV San Diego will carry the entire football package, Mr. Samuels said. A bid will also be made by ABC for television rights to Stanford-California games for KGO-TV San Francisco. Asking price for that package is reported as $40,000.

ABC will be in its new television center studios by the time KECA-TV starts operating, Mr. Samuels said.

At least three other interested parties currently are negotiating for television rights to the games of Stanford U. and U. of California. They are Tidewater-Associated Oil Co., which has sponsored all major athletic events in the West on radio for the past 23 years; CBS, which would telecast the games over KPIX, the independent San Francisco station; and the *Chronicle*, whose NBC-affiliated station, KRON-TV San Francisco, is scheduled to go on the air in September.

Following the PCC meeting, the television stations and prospective sponsors found unexpected allies among the newspaper sports writing fraternity. Many leading sports editors and columnists published articles urging the schools to go on television.

Gist of most of these articles was that the schools are being short-sighted in refusing to sign television contracts. Television, sooner or later, is going to come to the college football fields, they said, and the sooner the better. Television, many columnists maintained, will in the long run help the sport and help the box office.

FURNITURE SALES

TV Set Effect Outlined

JOSEPH B. ELLIOTT, vice president in charge of RCA Victor consumer products, told members of the National Wholesale Furniture Salesmen's Assn. July 6 at Chicago that television, by focusing attention on the living room as the center of family life and hospitality, can be made to yield millions of additional dollars worth of new and replacement furniture sales.

Mr. Elliott disclosed that some two million TV receivers have been sold to date, representing approximately $730 million at retail. Between 1947, when 178,000 units were produced, and 1949, when the industry expects to manufacture around 2,300,000, he said, receiver production has increased nearly 1,300%.

Characterizing TV as the most important influence on the furniture field in our generation, he outlined five ways in which the new service is stimulating the sale of home furnishings:

1. By encouraging greater use of the home as a gathering place for the family, it makes the home owner more aware of furniture in need of replacement.

2. By stimulating hospitality, it creates a need for additional seating and serving facilities.

3. By providing a focal point for gatherings of the family and friends, it inspires a demand for new characteristics in furnishings.

4. By giving the dealer additional merchandise that is in strong demand and has unusual drawing power—the TV receivers themselves—it assures him a substantial increase in volume and speed of turnover.

5. By furnishing an advertising medium of unprecedented force and concentration in the family market, TV is revitalizing furniture sales techniques, creating greater brand awareness in the furniture and allied fields than has ever been known, and as used by dozens of furniture retailers, stimulating traffic.

Mr. Elliott sounded a warning against excessive diversification of TV inventories by the retailer, pointing out that the most successful hard goods retailers in America carry only one or two lines of most products, and rarely more than three, "resulting in greater volume, less inventory, fewer markdowns, and more profit."

TV Time *in Detroit*

. . . and all's clear!

WWJ-TV advertisers are assured of two things. First, they can be certain of the *clearest pictures* of their products, because WWJ-TV's years of daily operation have given it the priceless experience it takes for better engineering. Then, they can be sure of reaching the *largest audience*, because WWJ-TV's dominant, pioneering position as the Number One television station in the Detroit market is firmly established. Hitch your sales story to this star, and its top-rated local and NBC shows. WWJ-TV is doing a great selling job TODAY!

FIRST IN MICHIGAN — *Owned and Operated by* **THE DETROIT NEWS**

WWJ-TV

NBC Television Network

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

RURAL TV

Poppele Sees Possibility With 'Satellites'

"IT IS MY personal conviction that most rural sections will get television service within the next five to seven years, perhaps sooner, through the use of 'satellite' television stations," J. R. Poppele, president, Television Broadcasters Assn., said Friday in an address at the annual convention of the American Assn. of Agricultural College Editors at Cornell U.

Mr. Poppele

"Let us say that a station in Chicago is a key outlet for a network," Mr. Poppele explained, "programs from this station might be fed via network facilities to a group of satellite stations in rural areas of the midwest. Each satellite station would rebroadcast to its service area (40 miles or more) the programs radiating from the key station. It would also have film and slide facilities to make possible the transmission of local weather charts and other farming information to viewers in its area."

Foresees Many Programs

Among programs that some day soon may be offered to rural television set owners, Mr. Poppele foresaw:

"(1). Instead of merely broadcasting an aural weather report, television stations will transmit weather charts indicating weather conditions throughout the country, a service of inestimable value to farmers.

"2. Extension services in agriculture and home economics can make excellent use of the new medium by working closely with television stations in preparing visually interesting programs on problems confronting the farmer and his family.

"(3) Motion picture films on combating plant disease, controlling pests, treatment of crops, suggestions on planting, etc., which have been made but never quite reached the fullest potential audience would provide excellent material for rural station telecasting.

"(4) Truck farmers who are learning more and more about the value of packaging their crops for maximum profits can be taught interesting packaging methods by the visual potentialities of television.

"(5) Today in many cities with television service, the most popular programs on the air are those which show 'how-to-do-it.' Whether it be cooking a lamb stew, making a pie, roasting a turkey, or whipping up a custard dessert, television chefs are extremely popular—not only with women, but men as well. In fact, one cooking program on a New York station is on the air about 30 minutes before the station presents its weekly wrestling schedule—and the men go for both types of shows.

"(6) It is not inconceivable that the day will come when the great mail order houses of the nation—Sears Roebuck and Montgomery Ward—will supplement their catalogues with daily or weekly television programs, demonstrating products shown on their pages. The ability to see what one is buying stimulates sales more than any other form of salesmanship, and television possesses that factor.

"All in all," he declared, "television can bring to the rural resident a new insight on living that will broaden his view. Radio was able to bring to the country dweller the finest in music, drama, and comedy —but only in the aural sense. Television now broadens that scope to a degree not dreamed of a quarter of a century ago. Television will educate and inform, but it will also relay and entertain the masses of Americans. It is, without a doubt, 'the greatest form of mass communication ever devised'—a statement made some months ago by the Chairman of the Federal Communications Commission.

"Five years from now, radio broadcasting as we know it will have undergone a vast change. I do not say radio will vanish from the scene, but I am of the firm conviction that television will assume the leadership in the broadcasting field, absorbing more of the advertising dollar than the aural media and will be accepted as the preferable art by owners of radio and television receivers. The number of radio stations operating probably will be reduced from present levels, but many will remain to provide a valuable public service."

WBTV (TV) SHOWS

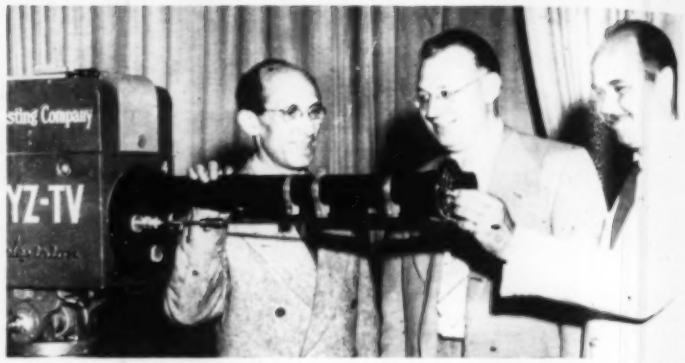
Films of Four TV Networks

WBTV (TV) Charlotte, N. C., will present film programs of NBC, CBS, ABC and DuMont starting July 15, the station announced last week.

Since July 1 WBTV, assigned Channel 3 (60-66 mc), has been telecasting a test pattern 12 noon to 7 p.m. daily. Station also has been presenting time, weather and news, using a multiscope. The time, changing with the minute, appears in the upper left-hand corner of the screen and the weather forecast in the upper right-hand corner. Across the bottom of the screen is a moving tape carrying latest news.

When WBTV begins its film program presentations it will continue the test pattern and multiscope schedule from noon until start of the first evening program.

FOUR two-reel comedies with sound, produced between 1930-32 will be combined into feature-length film by Eagle-Lion for release this fall. Continuity will be provided by using television studio as connecting device.



EXAMINING the new Zoomar Lens purchased by WXYZ-TV Detroit are (l to r) Dr. Frank G. Back, inventor of the lens; Charles Kocher, WXYZ-TV chief engineer, and John Pival, program director. Dr. Back installed the lens and instructed personnel in its use. The new unit, Lens No. 26, was to be used by the station for the first time in the coverage of the Gold Cup boat races July 2 for Chevrolet.

Film Report

TELEFILM INC., Los Angeles, has started production of second series of *Roving Camera*. Firm has cameramen in far corners of earth gathering interesting film for television. Included are Sydney, Australia; London, Tokyo, Beirut, Syria and Anchorage, Alaska. Series to be 52 11-minute open end films. . . . **Five Star Productions**, Los Angeles, producing one-minute film spots for **Zeeman Clothing Co.**, for placement on Los Angeles stations; and for **Sillers Paint Co.**, looking toward placement on Los Angeles, San Diego and San Francisco TV stations. Agency for both firms: **McNeill & McCleery**, Los Angeles.

Cine-Tel, Los Angeles, producing series of 12½ minute documentary sports films for television featuring past Olympic champions. Films to be available to independent stations throughout the country. . . . **John Schneider III**, formerly manager of WCMD Cambridge, Md., will accept position as vice president of **Rainbow Films Inc.**, Easton, Md. He also will direct Rainbow's newly formed animation department which is now producing animated TV spots. . . . **Al Reed** to do narration on 40 commercials being prepared by **IMPPRO Inc.**, Los Angeles, for **Swiss-American Cheese.**

Telenews-INS has been purchased by Chevrolet dealers in upstate New York for WRGB (TV) Schenectady. . . . **Wyatt (Bill) Dunkelbarger**, associated with radio for past 15 years in administrative and sales capacity, appointed general sales manager of **Mini-Films Inc.**, Los Angeles. . . . **Tressel Television Productions**, Chicago, is completing puppets for *Uncle Mistletoe* on WENR-TV Chicago and story telling hour on WWJ-TV Detroit. . . . **Paul Parry Productions**, Los Angeles, contemplating production of 40-50 minute feature film for television and theatre based on "Adventures on Cocos Island" TV film series now in production.

Arrangements for telecasting of 16 western films featuring **John Wayne** have been made between KTSL (TV) Los Angeles and **Toby Anguish**, TV film producer. First film to be shown July 17, rest to follow on weekly schedule. . . . **Grant-Realm Productions**, Los Angeles, to produce series of 26 half-hour western musical films in early August for national distribution. . . . **Warner Brothers'** first motion picture trailer for video has been placed on WPIX (TV) New York, for promotion of film "Fountainhead." Agency: **Blaine-Thompson Inc.**, same city. . . . **Sun Dial Films Inc.**, New York, producers of films for video and other purposes, moved to enlarged quarters at Sun Dial Studios Bldg., 341 E. 43rd St., Tudor City. Firm's complete facilities and equipment now under one roof.

WJAR-TV STARTS

New Station on Channel 11

INAUGURAL telecast by WJAR-TV Providence, R. I., yesterday (Sunday) opened the 18th major market in the country to television. Ceremony featured speeches by State Gov. John O. Pastore, Mayor of Providence Dennis J. Roberts and Mortimer L. Burbank, president of the Outlet Co., owner of the station.

John J. Boyle, general manager of the video station, announced that there are more than 10,000 TV receivers in the Providence area.

The station, sister operation of WJAR, NBC AM outlet in Providence, operates on Channel 11, and is represented nationally by Weed & Co., New York.

WJAR-TV is on the air..

PROVIDENCE

the only television station
in southern New England's
greatest market.
WJAR-TV, Providence,
is represented nationally by

Weed and company

radio and television
station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

Telestatus

An Opinion on TV's Effect on AM

(Report 67)

By CHARLES B. BROWN
General Manager
Video Broadcasting Co.
Vice President
Cascade Pictures Inc.

ONE QUESTION that is sure of an airing whenever radio figures gather is: "What does the future hold for AM broadcasting?"

To this writer, the trend, rather than the current position of the barometer needle, is the true measure of coming events. Awareness of situations of hazard in advance of their impingement upon business, often becomes a lost art in a successful enterprise.

Radio has suffered, will suffer much more, from internal rather than external dislocations, because in large measure it has as yet not had to learn to adjust sails to take advantage of "trade" winds.

Certain people say that, as in the business of Electric Vs. Wet Ice refrigeration, radio is doomed to an early death and television destined to an early crown. The first estimate is untrue, the second quite true. But of far greater significance to radio is the fact that this change can be charted, can be used profitably, may for particular organizations become an economic asset.

Is AM radio really doomed? At what point in the curve of decline of AM volume and rates, does any particular investment become seriously endangered? How may one set organizational sails, so as to take advantage of the situation?

AM is certainly not doomed as a whole. The present income structure, number of stations and their advertising impact will in my opinion suffer a decline in volume and effectiveness, and in net profits to gross income. In many cases, the decline will progressively saturate and ultimately end the economic life of given stations.

Which stations will ultimately cease to exist? Which prosper and survive? Which suffer an inferior, though not by any means a deadly reversal of position to former years? Specific analysis of particular cases is not the purpose of this article, but the principles as set forth have been used successfully by particular stations in their measurement of trends and their relation to operational direction. Individual action alone can, in many difficult cases, preserve a station operation.

Let us first set up one solid rule by which to evaluate our respective positions. It is certainly not a new thought to say that dynamic ideas, built around a good service or product, will build a profitable business if soundly conceived, properly implemented, skillfully presented and enthusiastically sold. This procedure will reverse a downward trend as surely as it insured the upswing in the first place. Only when some grave social disorder or overwhelming technological development is imposed upon a business or an industry, is this economic formula likely to fail.

Secondly, I believe (though others may disagree) radio will always be second to television in impact, selling power and eventually in dollars of income. Of course, in specific segments of time, AM programs of particular attraction may change this probability upon occasion, **but Radio will always be the second greatest medium of communications and advertising.** What would not magazines, newspapers, direct mail, give to enjoy this priceless ingredient in their sales kits?

It is obviously impossible in a single article, to set forth as many points of thought or ideas which can be activated to fit all individual station problems. The following three questions and their answers however, are set down for whatever interest they may arouse—they are not peculiar to radio, rather are they fundamental to any sound business operation. They are:

Mr. BROWN

Question One. What do your people think about your operation and the future of your business and of the radio industry in general?

Answer. If it has been a long time since you held a series of down to earth discussions with your personnel, you may be surprised at the thinking of your people. They may think that your station, and AM in general, is a sinking ship. They may certainly have ideas by which to reconstitute your organizational set-up to better meet today's realities. You may find that more responsibility at operations level is badly needed. Lush years all too often develop one man direction; teamwork, however, is still the greatest force in a business. It is axiomatic that any objective is more easily reached collectively, than individually. One man teams are a terrific hazard.

Question Two. What will television do to my station and when will it do it?

Answer. Television will impose itself upon every AM station in its service area. The combination of sight and sound produces a mental impact from 10 to 12 times more powerful than sound alone. Case histories of television's impact potential are staggering. It is here to stay, it cannot be licked, but it can be faced, worked with and around.

The probable effect upon a particular station can be fairly well charted by a careful, logical and continual analysis of certain factors, as follows:

The location of a station with relation to expanding television service. The size of the market, total average advertising volume, broken down as far as possible by media. Your relative position calculated on parallel curves to the individual and sum total of the volume. Your position in the AM field within your market area. Clear channel regional, low power. The trend of your sales income to your competition. The capital investment safety factor, with relation to decreased volume. Your overhead, with relation to same. Net profit to gross income. Analysis and comparison to varying volume of business.

I am not so fat headed as not to realize that none of this is new thinking, rather do I say that I sincerely feel that these are some of the overlooked tools of management, because of the hustle and bustle of war and post-war years, and resultant income security.

If a station operation includes television now, or at a later date, the calculation should be extended to evaluate the probable effect of

(Continued on page 56)

RORABAUGH DATA ON AGENCY BILLINGS

YOUNG & RUBICAM bought more network TV time than any other agency during June, according to data released to BROADCASTING by N. C. Rorabaugh Co. The figures show gross video network time billings for this agency's clients of $130,925 during that month.

Y&R's June billings for network TV time were, however, some $14,000 less than in May, when this agency ranked second to J. Walter Thompson Co. which in May purchased $150,020 worth of TV network time for its clients. Withdrawal of the Textron and RCA programs knocked the JWT gross for that month down to $85,550, and its rank to third. Kudner Agency Inc., which ranked third in May with gross billings of $84,818, was in second place for June, when its purchases of TV network time rose to $89,760.

Buchanan & Co. ranked fourth among the 37 agencies buying TV network time in June, up from sixth in May and trading places with William Esty & Co., which ranked fourth in May but only sixth in June. Newell-Emmett Co. held down fifth place both months.

Benton & Bowles ranked seventh in both May and June and Lennen & Mitchell eighth both months. N. W. Ayer & Son rose from tenth rank in May to ninth in June, while Kenyon & Eckhardt dropped from ninth in May to tenth in June.

Full list of agencies using TV network time during May and June, according to Rorabaugh data, follows. A similarly based list of TV network advertisers for the two months was published in TELESTATUS [BROADCASTING, July 4].

AGENCY TV PLACEMENTS IN MAY AND JUNE
(Alphabetical Listing)

Agency	May	June
Aitken-Kynett Co.	$ 4,320	$ 7,900
N. W. Ayer & Son	32,220	30,228
BBDO	12,360	11,328
Ted Bates & Co.	22,320	23,460
Benton & Bowles	39,830	39,300
Biow Co.	10,650	8,520
Blaine-Thompson Co.	15,300	12,240
D. P. Brother & Co.	16,640	16,640
Buchanan & Co.	51,870	61,380
Campbell-Ewald Co.	17,900	19,510
Cayton Inc.	7,510	10,240
Compton Adv. Inc.	7,200	5,760
Dancer-Fitzgerald-Sample	12,280	9,640
Doherty, Clifford & Shenfield	9,768	13,788
Erwin, Wasey & Co.	4,400	3,520
William Esty & Co.	63,070	52,850
Stanton B. Fisher Inc.	....	18,800
Foote, Cone & Belding	....	4,980
I. A. Goldman & Co.	10,840	....
Grant Adv. Inc.	6,640	6,640
Henri, Hurst & McDonald	5,440	4,352
Hoffman & York	6,140	1,228
Kenyon & Eckhardt	33,200	27,150
Kudner Agency Inc.	84,818	89,760
Al Paul Lefton Co.	7,700	9,625
Lennen & Mitchell	37,868	34,960
S. R. Leon Co.	15,480	16,020
Le Vally Inc.	4,100	....
J. M. Mathes Inc.	13,560	10,848
Maxon Inc.	31,200	16,637
McCann-Erickson Inc.	10,320	14,610
Moore & Hamm	8,300	7,240
Needham, Louis & Brorby	12,960	10,368
George R. Nelson Inc.	16,560	15,680
Newell-Emmett Co.	54,670	55,530
Fletcher D. Richards Inc.	5,200	5,200
Lewis A. Smith Co.	3,696	....
Sweeney & James	16,350	13,080
J. Walter Thompson Co.	150,020	85,550
Wade Advertising Agency	2,520	....
Young & Rubicam	145,298	130,985
Total	$1,010,518	$905,547

The OLDEST TV Program in Baltimore . . . .

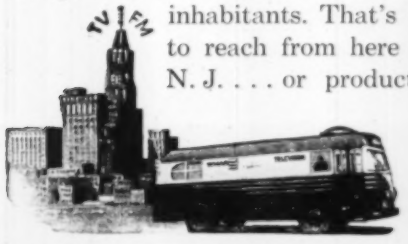
. . . . is still the NEWEST

When WMAR-TV showed Baltimore the city's first local television programs on October 30, 1947, *The Sunpapers* Television News was a fresh and promising feature of the first day's operating schedule. It has not missed a day since that time in mirroring to the city its own myriad activities.

Since that first day, more than 180 miles of film have been shot and processed by WMAR-TV's film cameramen, and have pictured the boisterous life, the tragedy, the comedy and the pathos of a great city and its million inhabitants. That's enough film to reach from here to Newark, N. J. . . . or production enough to equal one feature length film every week for the past 86 weeks.

Baltimore's oldest television program is still its newest and newsiest. With speed and rare skill, WMAR-TV's cameramen capture the exciting moments of city life . . . a spectacular downtown fire shown on the screen before the firemen finished wetting down the embers . . . Pimlico's famous Preakness on the screen the evening of the day it is run. Baltimore likes *The Sunpapers* Television News because it is filmed fresh every day and because it is a mirror that stays bright and sparkling.

Yes in Maryland, it's WMAR-TV for news *while it is news.*



Represented by

THE KATZ AGENCY, INC.

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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from page 54)

the twin operation, the related curve of probable transition and the time factor of its progress.

Question Three. What can be done about holding and even raising the sales curve, without undue increased costs?

Answer. Sales service, that forgotten instrument of good will and good business, has been sadly neglected during the war years and the lush years which have followed. Everyone can relate stories of indifference and neglect in the business of keeping business. A friend of mine recently switched his insurance account because an adjuster couldn't find time to get off his fat encased posterior and aid him in a claim discussion, out of the office. The dollars which are now being spent to woo my friend back could have been used to promote a new customer.

In radio, many a customer is allowed to keep the same old format when new ideas and new sparkle could do a better job. But Johnny Sales is out after new business. We seem to forget that the service on the old business is paid for before we give it.

How many radio salesmen today deign to use a case history as sales ammunition? As success burgeoned in radio, the size of the sales kits dwindled. It ended, in many cases, with a salesman carrying but three things, a rate card, a contract and a lead pencil. Competitive media men have had an astounding increase in the cubic displacement of their promotion and sales kits. Let's get back to selling radio's power to sell—to sell better than all other media combined (other than television).

How long has it been since the average station manager, sales manager or salesman, read a stack of audience mail? Naive, yes—but oh so powerful a sales weapon, so informative a program guide, so certain a guarantee of station impact coverage. The average letter is regarded for its coverage data, as revealed by the postmark on the envelope, and the county of origination, rather than as a wealth of fact and directional data. Other advertising media would give their shirts for an audience-interest contact, such as radio enjoys.

These three questions are, of course, but a beginning. The sole purpose of this article was to suggest that taking stock is still a sound principle of business and these questions are but three items on the radio man's shelf.

AM does face a challenge today, but so does every other business and industry. Whether it's "AM" or p.m. for some in radio, is just as certainly up to them as it is to the tides of television.

RCA announces price reduction of $475 on its 8D21 television power tube.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

NORTHWESTERN U. VIDEO SURVEY

Liking for Commercials Decreasing

LIKING for television commercials has dropped from 83% of viewers a year ago to 53% today in Chicago.

This is one of the major conclusions reached by Dr. George R. Terry, professor of marketing at Northwestern U., who has completed analysis of findings in a third television survey conducted by N.U. marketing students under his supervision. In contrasting this third study with the first (conducted during July 1948), Dr. Terry concludes that "improved programming is revitalizing the social effect" locally. In each study, the same questions were asked of the same televiewers in personal interviews.

Enlarging on the decreasing acceptance of TV broadcasting, Dr. Terry explained that in June 1949 viewers ranked TV as of most interest to small children 120 to 1, compared with the July 1948 ratio of 34 to 1. Other preference ratios—

	June 1949	July 1948
TV of more interest to teen-agers	33 to 1	11 to 1
More enjoyable	44 to 1	8 to 1
Of more interest to adults	13 to 1	5 to 1
Offers the better programs	3 to 1	(radio preferred 1.1 to 1)

Fewer owners (53%) liked television commercials as well as they did a year ago (83%). Ranking favorites this year are Lucky Strike (30%), Chesterfield (9%), Texaco (6%), Tavern Pale (4%) and Ford Cars (2%) while the best-liked last year were Lucky Strike, Kool, Tavern Pale, Ford Cars, Edelweiss and Canadian Ace. This year viewers favored spots because they were (1) entertaining, (2) interesting and (3) new and different. Last year the reasons, in order, were new and different, visible, and entertaining.

In 1949, complaints about commercials included (1) too long, (2) silly and (3) they interrupted the program too much. Major reason for dislike a year ago was overrepetition, followed by amateurish presentation and too much liquor advertising.

The trend for fewer visits to movies, ball games and wrestling matches continues, with viewers also reading less. The uniqueness of TV seems to have worn off, as fewer families entertain adults and children at video parties. Change in family work habits remains about the same, with one in three families reporting a time-switch for household duties, usually in cleaning and dishwashing.

Fifty-four percent of the respondents reported the variety show to be enjoyed most by the whole family, with sports second (16%) and feature movies third (14%). Youngsters still prefer marionette shows and kiddie plays, while teen-agers watch variety, sports and movies, in that order. Last year the teen-agers ranked sports first, followed by movies and variety. Men continue to tune-in sports first, but women—who last year also preferred sports—this year watch variety shows.

A general improvement in programming and the linking of the Midwest and the East by coaxial cable are believed responsible for 94% of the viewers reporting better shows since the first of the year. Reasons they gave: Better material and talent, 39%; more variety within the show, 26%, and New York originations, 13%.

Of the 75% asserting that TV can be improved, only 7% listed introduction of color as the means. Ranking suggestions were better programs, better reception and better movies. Ninety percent consider TV censored adequately. Dissenters objected most often to remarks of one comedian.

The television set is in the living room in 89% of the homes, and has always operated there in 95% of the cases.

TV EQUIPMENT

For Relays Listed by GE

TELELINK equipment covering intercity, studio-to-transmitter, and semi-portable relays for three types of microwave relay systems is now available commercially, General Electric's Transmitter Division at Electronics Park, Syracuse, N.Y., has announced.

The announcement follows tests conducted on the New York City-Schenectady relay network and studio-to-transmitter operations in other locations. Intercity equipment (Type TL-1-B) was designed to fill the need for an inexpensive and reliable network between TV stations in different cities. Relay sites connecting the stations are spaced from 25 to 60 miles apart. Studio-to-transmitter unit (Type TL-1-A), and semi-portable relay (Type TL-2-A) for linking field cameras with studio or transmitter, are both for one-hop transmissions. Former is designed for permanent installation, while latter is packaged in carrying cases. Transmitter output for all three ranges from 5 to 10 w.

WOI Plans TV

TRANSMITTER equipment has been ordered from General Electric Co. by WOI Ames, Iowa, Iowa State College station, for its television outlet, WOI-TV, President Charles E. Friley has announced. Antenna equipment already has been installed on the new 580-ft WOI-FM tower southwest of Ames. No date was announced as to when WOI-TV will actually begin operation.

WBZ STUDIOS

Ready for TV This Month

TWO large television studios for WBZ-TV Boston, Westinghouse-owned station, are nearing completion and will be ready for programming by the end of this month, W. H. Hauser, WBZ engineer, has announced. Construction on the two studios is part of the stations' two-year expansion program.

The program also includes construction of the WBZ Radio and Television Center on Soldiers Road in Boston, inauguration of regularly scheduled television in New England and an increase in power and programming for WBZ-FM.

Addition of the 45 x 40 x 25-ft. studio and larger auditorium type studio, to be used for AM-TV programs, will afford greater room for WBZ-TV to rehearse and program its live video productions. The two-story auditorium studio (68 x 35 x 18 ft.) is equipped with stage, a banked seating arrangement for 164 persons, clients' observation room and a 16 mm projection booth.

The other TV studio contains a periphail catwalk ten feet off the floor for use in additional lighting and camera locations. Base lighting will utilize fluorescent and incandescent lights suspended overhead. Latest developments for both lighting and air-conditioning will be installed in the next ten days.

VIDEO VANITY

'You Can Lead a Horse . . .'

YOU MAY be able to lead a horse to television, but leading him away is quite a different matter—at least that's what KDYL-TV Salt Lake City discovered in its Television Playhouse studios.

The horse who came to glimmer before the orthicons, Salt Lake's famous "Trigger," just decided to stay—whether for video vanity or his dislike for going downstairs. The trainer had little trouble leading the equine up the stairs to KDYL-TV's second-floor studios to appear on TV. But when the show was over "Trigger" balked, contemplating the stairs before him until a plank was erected and he was coaxed down.

The whole ordeal lasted nearly two hours, the station reports, before the Playhouse lost what might have been a permanent guest.

* * *

"Trigger" balks on the stairs.

RADIO-TV CLINIC

Planned at ACCE Meeting

A RADIO-TV-MOTION PICTURE clinic will be a feature of the American Chamber of Commerce Executives national convention at Seattle Oct. 16-19. Its purpose, according to William H. Book, executive vice president, Indianapolis Chamber of Commerce, and ACCE official, is to give the executives an opportunity to study broadcasting techniques, television programming and motion picture film use in Chamber of Commerce administration.

ACCE comprises 1,900 members from American cities. The organization's program committee has invited William P. Pence, Johnson City, Tenn., advertising service head, to assist in creating and directing the clinic, Mr. Book said.

Closed circuit TV demonstration, tape recording methods, program format and use of movies in visual education are under study by Mr. Pence and the ACCE, according to Mr. Book. Mr. Pence has announced that he will welcome information concerning broadcasts using American way of life theme which have been especially popular with listeners.

SUIT AGAINST CBS

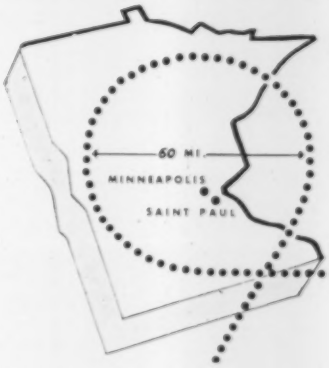
Film Firm Wins $2,050

ADVANCE Television Picture Service Inc. has won a $2,050 judgment against CBS in New York Supreme Court on grounds that network failed to return all film footage rented by it from the film library service.

Justice Samuel Dickstein, in his opinion, said the evidence was "fully convincing" that not all the film was returned. He fixed the damages at $1.00 per foot, which he described as the "regular stock shot charge" and found that 2,050 feet were missing. Advance had asked for $25,000 damages on the ground the film was unique. It is expected that an appeal will be taken on the ground that there was sufficient proof to indicate the films were returned.

KTTV Leases Studios

TWO STUDIOS of the former KHJ Los Angeles Bldg. at 5515 Melrose Ave., recently leased in its entirety by Capitol Records, have been leased from the record company by KTTV, Los Angeles *Times*-CBS owned television station, for five years. Space includes over 10,000 square feet. One studio will be completely remodeled for production of non-audience shows; the other remains as is to accommodate an audience of 350.



STARTING JULY 1
WE'RE COOKIN' WITH TV!

ALL NEW equipment, new studios, and a crack-a-jack staff of Telecast Technicians — That's WTCN-TV. Take another look at the line-up shown in the cut above. We're not foolin'! We're in Television on a professional basis from the start! Some top-flite spot TV for sale! For availabilities and details, write, wire, or phone.

TV FACTS
MINNEAPOLIS—ST. PAUL

17,100 TV sets installed in our coverage area.

•

Scores of new TV sets being installed weekly.

•

Coverage . . . sixty mile radius of the Twin Cities.

•

1,611,200 people in our coverage area spending $1,850,986,000 in retail sales.

•

82% of installed TV sets are in homes.

•

Facilities include 3 RCA studios and remote cameras, mobile unit and relay equipment, 16 mm sound film projector, slide projectors, etc.

WTCN
AM • FM • TV • BASIC ABC
See cut above for TV affiliations
FREE and PETERS Representatives

WHAS-TV

Completion Date Extension To Oct. 1 Proposed

FCC PROPOSED last week to extend to Oct. 1 the time for completion of WHAS-TV Louisville, with provision for further extension upon a showing of diligence irrespective of the pending proposed sale of the WHAS properties.

The Commission conceded that WHAS-TV could not be completed and ready for operation before 1950. But by extending construction time only part-way toward the expected final completion date it assured itself of opportunity to keep installation progress under close scrutiny.

Examiner Leo Resnick, who conducted the hearing [BROADCASTING, March 7], recommended that the time be extended to next Feb. 1. His recommended decision was released simultaneously with FCC's proposed decision on Wednesday.

Neither the Commission nor Examiner Resnick felt the *Courier-Journal* and *Louisville Times*, owner of WHAS, should be premitted to await the outcome of their proposed transfer of the radio properites to Crosley Broadcasting Corp. before ordering equipment for the television station.

They found that construction of WHAS-TV, first authorized in 1946, from the beginning has been dependent upon completion of the new $10 million building to house the newspapers, their allied Standard Gravure Corp. and the radio stations. FCC has been aware of this relationship and has "no reason to doubt" that construction of the building has progressed as rapidly as possible, the decision noted.

But FCC did feel, as did Mr. Resnick, that the company should have "exhausted every reasonable opportunity to order equipment with the approval of the Crosley Broadcasting Corp." The decision held:

> Regardless of any action we may take in connection with the pending transfer application, we shall expect the permitee to proceed expeditiously with construction of WHAS-TV in order that the television service it proposes may become available to the public at the earliest possible date.

Comr. Robert F. Jones dissented from his colleagues. Chairman Wayne Coy and Comr. Paul A. Walker, attending an international telephone and telegraph conference in Paris, did not participate.

In a separate proceeding Mr. Resnick has issued an initial decision contemplating denial of the application for transfer of the WHAS properties to Crosley [BROADCASTING, June 27]. This decision, based on the overlapping clear-channel services of WHAS and Crosley's WLW Cincinnati, will be subject to review by the full Commission upon the filing of exceptions reportedly now in prepperation by WHAS and Crosley. Sales contract for the Louisville stations calls for payment of $1,925,000 before adjustments, plus 10-year rental of space in the new *Courier-Journal* building at $75,000 a year.

The question to be decided actually was whether to extend the construction time to last April 1, the previous deadline having expired last Oct. 1. Having concluded that WHAS was entitled to extension to April 1, the Commission recognized that the "major" construction work could not get under way until WHAS and WHAS-FM were moved into the new building in June, and accordingly set the new deadline beyond that date.

The Commission raised no question as to the prospects for a "superior program service" by WHAS-TV, based on tentative proposals, facilities, financial resources, proposed staffing, qualifications of Managing Director Victor A. Sholis, and the expectation that the "imagination and initiative" displayed in the AM operations "will be extened to its TV programming."

WHAS-TV's construction costs were estimated at $306,712, aside from the $275,000 estimate of the cost of constructing television studio facilities and $33,280 already spent on a dual camera chain. Annual operating expense is expected to be $362,940, with revenues for the first year anticipated as $150,000 to $200,000. The WHAS-TV grant is for Channel 9.

NOW! Modern, Comprehensive TV "Staging" plus NEW TV REVENUE from Pattern Time

with the **GRAY TELOP**

This most versatile telecasting optical projector enables dual projection with any desired optical dissolve under exact control.

The accessory STAGE NUMBER 1 adds three functions separately or simultaneously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimposing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.

WGN-TV DEDICATES

New Antenna, Transmitter

DEDICATION of WGN-TV Chicago's new antenna—610 feet above ground on top of the Chicago Tribune Tower—and its transmitter was telecast Tuesday night with a special *Picture of Progress* live and film presentation.

The former antenna—180 feet lower—operated atop the Chicago Daily News Bldg. After construction of a new building behind the tower and WGN studios, all TV operations will be switched there. Completion is scheduled for early next year. The station's new transmitter, offering an effective radiated power of 11.4 kw, has been installed on the tower's 29th floor.

Dedicatory telecast featured a film address by Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune* and president of WGN Inc.

Bendix Sets Deal

E. C. BONIA, general sales manager of Bendix Radio Division of Bendix Aviation Corp., announced that Glenn McCarthy, Texas millionaire and owner of Houston's 1,400-room Shamrock Hotel, last week made arrangements to install Bendix sets there exclusively. Mr. McCarthy also is owner of KXYZ Houston.

LAUDS ABC, WPIX

Jewish Welfare Board Aided

PUBLIC service beyond the usual call of duty is reported by the National Jewish Welfare Board in its commendation for two New York television operations. The organization appealed for time on ABC-TV and WPIX (TV) New York to promote its Jewish Youth Week. Not only did it receive the time, the group reports, but also invaluable help in producing a professional job of continuities and illustrations which appeared over all the TV outlets in the city.

Original pleas for time were made to Ruth Trexler, manager of religious and educational activities of ABC, and to Edward Stasheff, assistant program director of WPIX. Publicity staffers of the welfare organization admitted they were new to television, but wanted to use the medium if possible in their educational campaign. Miss Trexler referred them to Stephen deBaun, ABC-TV continuity editor, and Mr. Stasheff turned them over to Al Lawrence, WPIX assistant manager of news and special events.

With the advice and aid of Messrs. deBaun and Lawrence and WPIX artist, Don Figlozzi, slides and continuities were delivered to all New York video stations several days before Jewish Youth Week began.

'HOPALONG' RIGHTS

Suit Filed in Los Angeles

SEEKING to determine legal claim to 13 "Hopalong Cassidy" films for television showing, Masterpiece Productions Inc., headed by Herman Greenfeld, has filed suit in Los Angeles Superior Court for declaratory relief against Toby Anguish's Television Pictures Distributing Corp.

Masterpiece, in suit filed by attorney E. M. Rose, declares that it acquired the pictures originally produced for Paramount by Harry Sherman, with William Boyd starred. Television Pictures Distributing Corp., however, it is alleged, claims it obtained radio and television rights from Clarence E. Mulford, creator of the character. Films currently are being telecast on various stations.

TWG Series to End

TELEVISION Writers Guild will conclude its summer series of five craft meetings Thursday (July 14) with a session on "Writing Techniques of Television Film." It will be held at the Johnny Victor Theatre in the RCA Exhibition Hall, New York. Speakers will be Richard Griffith, executive director of the National Board of Review of Motion Pictures; Harold Mantell, president of the Assn. of Film Writers, and Lee Berg, chairman of the TWG executive committee.

APPOINTMENT of Harrington, Righter & Parsons, New York, as exclusive national representative of WFMY-TV Greensboro (N. C.) is made official by P. T. Hines (seated, r), general manager of Greensboro News Co., the station's owner. Standing (l to r): Turk Righter, vice president of representative firm; Howard Frazier, of Frazier & Peter, Washington, consultants for WFMY-TV, and James Parsons, HR&P vice president. Seated beside Mr. Hines is Jack Harrington, HR&P president.

WHY DO TV PIONEERS PLUNGE AHEAD?

Public, Advertisers Put on Pressure—'Fortune'

"PERHAPS the truest measure of TV, as of mid-1949, lies in a Churchillian paraphrase . . . never before in history have so many men lost so much money so fast—and so willingly."

So states the July issue of *Fortune* in an article "TV . . . the Money Rolls Out." Outlining the vast expenditures for TV ($400,000 for plant and a like sum for the first year's operations) and the likelihood that it will take a long time to begin operating profitably, *Fortune* asks why the TV pioneers are plunging ahead.

The magazine's answer is twofold: "Most of the television pioneers are radio men, and their futures are involved. . . . The radio business is slipping almost as fast as television is booming." And "the public demand for television has been incredibly great . . . the public pressure on local radio station operators is enormous and difficult to withstand; advertisers demand this magic new way to sell goods; civic pride is involved."

The article cites some of the major problems of constructing and maintaining a TV station, summarizing the construction and equipment costs of WSPD-TV Toledo as reflecting "an almost bare minimum for a metropolitan area station." It uses WPIX (TV) New York as a case history to illustrate the problems confronting a non-network station operated by management without radio background.

The rapid discovery of the advertisers that TV is "not just an advertising medium but a sales medium," the use of television by many non-radio advertisers and TV's impact on radio listening, movie-going and the purchase of light reading matter, including comic books, are "matters the TV entrant must ponder as he studies the big picture of the industry," *Fortune* concludes.

"Should he wait? Should he plunge? Whatever his decision, there is one clear prospect: It will cost him plenty of good green dollars."

CHICAGO TV SHOW

Set Makers Reserve Space

SIXTEEN leading AM and TV set manufacturers have reserved display space at the second annual National Television and Electrical Living Show at Chicago's Coliseum Sept. 30 through Oct. 9., according to Harry Alter, show chairman. He is a director of the Chicago Electric Assn., which is sponsoring the event for the second year.

Talent for AM and TV broadcasts to originate at the show is being planned by Walter Stellner, Motorola vice president. Topping the entertainment roster will be Eddie Cantor, with the Mad Russian, three times daily during the 10-day exhibit. [BROADCASTING, June 27]. Lou Breese and his orchestra will appear also.

Among the displays will be General Electric's House of Magic, a one-hour educational feature. Other exhibitors will be Philco, DuMont, Crosley, Westinghouse, Stromberg-Carlson, Emerson, RCA-Victor, Capehart, Motorola, Admiral, Farnsworth, Sylvania, Sentinel and Stewart Warner. Much of the display space will be filled with other electrical appliances.

"Miss Television" will be selected again this year from among nominees of the exhibitors, with beauty and talent as criteria. All four of Chicago's leading newspapers will devote special editions to news of the show, it was reported.

PICTURE TUBE

RMA Plans Safety Film

SECOND use of movie film technique to promote proper care and maintenance of television sets will be prepared by the Cathode Ray Safety Committee of Radio Mfrs. Assn. The film will cover methods of handling TV picture tubes and is designed for showings before distributor, retailer and servicemen's groups.

First movie project consists of 10 one-minute films for telecasting by TV stations [BROADCASTING, July 4].

The new safety film is part of an RMA campaign to prevent accidents that can result from carelessness by servicemen or by amateurish tampering with the insides of a TV set by the owner. Two sets of safety rules have been developed by RMA's safety group, headed by R. E. Carlson, Tung-Sol Lamp Works.

The rules stress that the cathode ray tube is not dangerous unless carelessly or improperly handled. Set owners are urged not to attempt their own repairs and are reminded that the picture tube is protected by safety glass and other safeguards.

Methods of disposing of old cathode ray tubes are suggested by the RMA group, based on the high vacuum of the tube.

RMA noted that wild rumors are sometimes circulated as to harmful effects of ultra-violet rays reputedly emitted by cathode ray tubes but said "careful investigations by competent radio engineers have shown such emissions are practically non-existent."

CTC Invitation

ACTIVE television clients and manufacturers of TV receivers will be invited to join the Chicago Television Council at the resumption of its meetings in September, the CTC board of directors decided Wednesday. Those engaged in video pursuits and living in nearby cities will be urged to become associate members. The board decided to publish a monthly news letter containing up-to-date figures on number of TV sets and a complete roster of clients. Robert Salk of The Katz Agency, chairman of the CTC research committee, reported that a resume and compilation of all TV research efforts to date will be available to members of the council next fall.

Image Orthicon Test

CLOSED CIRCUIT tests on the new RCA super-sensitive Image Orthicon camera tubes have been made by ABC-TV Hollywood in what was believed to be their first use on the West Coast. According to Cameron G. Pierce, ABC Hollywood TV engineering operations supervisor, the new tubes cut lighting requirements 80% and give color response almost identical to the human eye.

TV SPONSORS

GET RESULTS on WLW-T

RECIPE . . .

On "Kitchen Klub," Pet Milk offered a recipe book one time only. 675 requests came in.

WATER . . .

On "Peter Grant News," Glacier Springs offered free a gallon bottle of their product. 132 viewers phoned within 2½ hours.

TRUCKS . . .

Hamco Trucks, Inc. took orders for 57 Ford Trucks during their first month on "Peter Grant News" —their greatest sales month.

TOYS . . .

The John Shillito Co. used "Junior Jamboree" to feature toys from 98c to $39.95—a different toy each day for 18 days. Every one was a sell-out before noon of the following day.

IF IT'S RESULTS YOU WANT . . . USE WLW-T

WLW-T CINCINNATI

Crosley Broadcasting Corporation

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE

TELEVISION FILM

FOR ONLY

$150.00

35 MM 16 MM

Additional prints at low cost!

Price Includes

- Artful production
- Animated tricky titles
- Effective illustrations
- Sound on film consists of off-screen voice and music

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Quickest service from America's leading producer of spot message Motion Pictures for over 30 years

Save Time - Save Money

Write or Phone . . . .

Filmack Trailer Co.

1327 S. Wabash Ave . . . CHICAGO

Phone Harrison 7-3395

GE's TRI-CITY VIEWERS SURVEY

Evening Sets in Use Hits 91.8%

HOME VIEWERS in the Albany-Troy-Schenectady area use their TV sets an average of 6.6 evenings, with 91.6% of the home sets in use for all or part of seven evenings each week; while sets in public places were in use 6.4 evenings on the average, with 93% of these sets used seven evenings a week. The average home viewer watches TV 4.7 hours a night; the average was 4.1 hours for viewers in public places.

These statistics are the results of a coincidental telephone survey conducted in the three cities by the opinion studies section of General Electric Co. during the last three weeks in March. Study was made at the request of G. Emerson Markham, manager of WRGB (TV) Schenectady, GE video station. A total of 1,553 calls was made (1,244 to private homes, 309 to bars, grills, lodges, hotels, etc.), representing 9% of TV set installations in the entire WRGB area.

What has happened videowise in this area in the past year is indicated when the March 1949 statistics are compared with results of a similar survey made in February of 1948. This year more than 66% of sets were turned on when the interviewer called, against 68% the year before. This year, another 25% reported their sets had been on earlier that evening or would be on later, making a total of 92% of the sets used sometime that night; last year, the total was 86%. Eight percent of the sets were not in use in March, with roughly a third, 3% of the total, out of order. The previous year, 14% were not used that evening, with 5% out of order. (See Table I for an hour-by-hour analysis of home viewing in March 1949).

In 1948, there were 4.3 viewers per set, with 81% of set owners reporting watching the entire evening's program. Programs were then offered only six nights a week; sets were used 5.4 evenings on the average, with 75% of the sets turned on all six evenings.

In public places (see Table II), approximately 62% of the sets were on when the call was made in March, with 93% on at some time during the evening, none of these sets being reported as out of order. A year before, 84% of the public place TV sets were in use when the call was made and 98% were used during the evening. Average number of viewers was 21.4 per set this year, compared with 32.6 in 1948.

From February 1948 to March 1949 the number of sets in the tri-city area increased from 1,775 to 17,900, WRGB reports, with the average evening audience rising approximately 18,000 to nearly 88,000 persons.

TABLE I

WRGB RESIDENTIAL AUDIENCE
(March 1949)

Time	Sets-in-Use	Viewers per Set	Composition of Audience: Men	Women	Children
6-7 p.m.	36.2%	3.8	36.4%	36.4%	27.1%
7-8 p.m.	59.2	3.5	34.4	37.3	28.3
8-9 p.m.	74.3	3.8	40.2	38.3	21.5
9-10 p.m.	75.3	3.6	43.8	41.7	14.5
Average when call was made	66.2	3.6	39.4	39.0	21.6
Watching during evening	91.6	3.7			

* * *

TABLE II

WRGB PUBLIC PLACE AUDIENCE
(March 1949)

Time	Sets-in-Use	Viewers per Set	Composition of Audience: Men	Women	Children
6-7 p.m.	26.5%	9.2			
7-8 p.m.	42.5	13.6			
8-9 p.m.	72.4	15.9	85.1%	14.7%	0.2%
9-10 p.m.	81.9	20.1	(No apparent variation in the proportion of men and women between early or later hours)		
Watching when call was made	61.5	16.6			
Watching during evening	92.9	21.4			

* * *

TABLE III

Percent of Sets-in-Use for Various Numbers of Hours in WRGB Area
(March 1949)

	Home	Public Place
1 hour	1.3%	1.6%
2 hours	6.4	11.5
3 "	14.5	21.4
4 "	22.7	31.9
5 "	12.2	10.2
6 "	42.9	23.4
Average Number of Hours	4.7	4.1

TABLE IV

Percent of Receivers Turned On Various Number of Evenings in WRGB Area
(March 1949)

	Home	Public Place
1 evening	0.3%	0.3%
2 evenings	2.1	1.7
3 "	2.1	6.2
4 "	3.1	3.6
5 "	4.1	4.0
6 "	3.5	6.2
7 "	84.8	78.0
Average Number of Evenings	6.58	6.4

FOR SMART TELEVISION COMMERCIALS

1 VV RESPONSIBILITY

2 GET PRICES FROM VIDEO VARIETIES BEFORE YOU ORDER FILMS

SYMBOL OF VV RESPONSIBILITY

VIDEO VARIETIES CORPORATION

OFFICE
41 E. 50th ST.
STUDIOS
510 W. 57th ST.
NEW YORK
MURRAY HILL 8-1162

FILM LICENSING

NTFC Board To Hear Plan

PLANS of National Television Film Council to become an organization functioning for video motion pictures as ASCAP does for music [BROADCASTING, July 4] will be further explored at a board of directors' meeting in New York some time this week.

Such matters as qualifications of members, basis on which film fees will be assessed and the copyright problems will be explored, it was said. NTFC is in consultation with Register of Copyrights Sam Bass Warner on the copyright matters involved. This new activity of NTFC is being steered by Melvin L. Gold, president.

Borden TV Spots

BORDEN CO., New York, has started its initial television spot announcement campaign, using puppets to promote Instant Coffee, chocolate drink and ice cream products. The schedule, including station breaks and one-minutes, started July 4 and was placed in 13 cities. Contracts for 13 weeks were signed through Young & Rubicam, New York.

LIKE GENTLEMEN

. . . Cameras Prefer Blondes

AN ENGINEERING fact of considerable magnitude became the property of the video audience when the DuMont network revealed that blondes are more telegenic than brunettes. That was part of an hour-long, behind-the-scenes program on television lighting originating from DuMont's Adelphi Playhouse in New York and produced by arrangement with the Society of Motion Picture Engineers Atlantic Coast Section.

Richard Blount, General Electric Co., expert, told the audience that it's harder to "light up a brunette than a blonde." He was referring only to illumination before the television cameras. Where do redheads stand in the lighting picture? Following the program, Mr. Blount told BROADCASTING they are midway between blondes and brunettes —"not as difficult as brunettes but more so that blondes." He explained that television cameras produce a more pleasing picture if contrasts between white and dark are not too sharp.

Part of the presentation was a film prepared by Gray-O'Reilly Studios, New York, with commentary supplied by John F. O'Reilly, head of the studio, and Walter Kiernan, ABC commentator.

TV Kayoed for Fight

NO TELECAST will be made of of the Ray Robinson-Kid Gavilan welterweight championship fight at Philadelphia Municipal Stadium July 11. Both boxers rejected offers to telecast the fight because, they asserted, they could not work out an acceptable deal. The fighters said the largest offer was no greater than the figure they turned down when they were to meet originally in New York. The contracts for the fight give the boxers the final word on TV. Negotiations are under way for a radio broadcast of the bout.

WNEW Jingles on TV

SERIES of jingles with a purpose, "Little Songs on Big Subjects," which was launched by WNEW New York and subsequently syndicated to stations all over the country by the Institute for Democratic Action, has now moved into television. Peter Puppet, hero of Frank Paris' *Pixie Playtime* series on WPIX (TV) New York, teaches his juvenile audience the songs, whose words are shown on the screen with cartoon illustrations drawn by Otto Soglow.

ALL-RADIO FILM

10 Firms to Submit Bids

TEN FILM production companies have been invited by the All-Radio Presentation Committee to submit preliminary bids for making the all-radio promotion film.

Victor M. Ratner, CBS vice president and supervisor of production of the film for the committee, released the first story treatment of the proposed picture to the 10 companies. Mr. Ratner said a detailed shooting script was now in preparation. When complete, it will be submitted to the companies for final bids.

The film companies asked to bid were Carvel Films, Films for Industry, International Movie Producers' Service, Jam Handy Organization, William J. Ganz Co., Pathescope Productions, Princeton Film Center, RKO-Pathe, Video Varieties Corp. and Wilding Picture Productions Inc.

WCEC-FM CHANGE

Now Independent as WFMA

WFMA (FM) Rocky Mount, N. C., begins programming today (July 11) as a separate operation, independent of its AM affiliate, WCEC, Mel Warner, general manager, has announced. The FM station, which operates on Channel 264 (100.7 mc) with 33 kw, formerly was known as WCEC-FM.

The station will operate from 5 a.m. to 11 p.m., with programs consisting of music, news, sports and special features. In addition, the staff has been increased. WFMA's signal reaches over 37% of all North Carolina FM radio homes plus those in Southern Virginia, according to a recent statewide survey, Mr. Warner said. Both stations are affiliated with the Rocky Mount *Evening Telegram*.

U. OF WISCONSIN has announced final date for applications for annual H. V. Kaltenborn radio scholarships is July 15.

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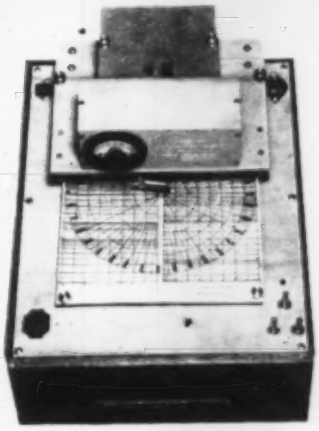

The Model PFR Polinear Recorder.

* * *

GRAPHIC RECORDER

Developed by N. J. Firm

DEVELOPMENT of a graphic recorder offering the engineer a means of recording complete characteristics of electro-acoustic and electronic devices in one instrument has been announced by the Sound Apparatus Co., Stirling, N. J.

The combined features of polar and rectilinear movement permit the recording of angular patterns, frequency response characteristics and other measurements, a company spokesman said.

The new instrument, known as the Model PFR Polinear Recorder, can record DC or AC voltages, selectable by the operator. The turntable, 8½" x 11", is driven linearly by a synchronous motor and is rotated by a selsyn repeater. Instrument is housed in a carrying case 11" x 13" x 17".

Budget Cuts

PRESIDENT Truman would be authorized to pare expenditures of independent government agencies for fiscal 1950, under joint resolution introduced in the House June 29 by Rep. Joseph W. Martin Jr. (R-Mass.). The resolution (H. J. Res 286) covers FCC, FTC and other agencies and provides for reductions of from 5% to 10% of the total budget amounts estimated by all offices for 1950. The proposal was made with a view to bringing Federal expenditures within receipts, both estimated, for the fiscal period. It was referred to the House Executive Expenditures Committee for action.

Al Weinert

AL WEINERT, 52, known professionally as Al Warner and chief announcer of KLAC and KLAC-TV Hollywood, died in his Hollywood home following a heart attack July 2. A pioneer in Pacific Coast radio, he went to Hollywood in 1925 as a singer and seven years later joined KFI as announcer. Besides his wife, Mildred, he is survived by two children, Steven and Celia.

EDUCATION

Radio's Part Summarized

RESUME of 10-days of discussion at the Rockefeller Foundation-U. of Illinois International Symposium on Educational Radio was being compiled late last week by five committees for presentation to delegates Friday, closing days of the two-week session.

Committee topics and chairmen include: Educational Radio's Audiences and Potential, Allen Miller, general manager, KWSC Washington State College; The Nature of Non-Commercial Radio, Thomas D. Rishworth, director, Radio House, U. of Texas; Radio and Educational Institutions, Harold McCarthy, general manager of WHA U. of Wisconsin; Educational Radio and the New Media, Dallas W. Smythe, U. of Illinois; The Road Ahead for Educational Radio, Richard B. Hull, general manager, WOI Iowa State College.

Morning, afternoon and evening sessions since June 29 have occupied educational and commercial broadcasters from the U. S. and six foreign countries with discussions on possibilities of AM, FM, TV and multifax.

NBC-N.U. CLASSES

To Hear Condon, Barnett

ADDITIONAL speakers scheduled to address the NBC-Northwestern U. Summer Radio Institute are William B. Condon, timebuyer at Wade Advertising, and Wells H. Barnett Jr. of John Blair & Co., both Chicago. They will speak at sales classes July 13 and 18, respectively, to be conducted by Edward C. Cunningham, assistant local sales manager, WMAQ (NBC) Chicago.

Mr. Condon will discuss "Consideration in Radio Time Buying," while Mr. Barnett will outline "Radio Sales Through National Representation." James Cornell, manager of the radio research division, Foote, Cone & Belding, Chicago, will talk on "Radio and Television Audience Research" at a general symposium July 28. Most of the professional classes during the six-week session are taking place at NBC's Merchandise Mart studios.

WOI Starts FM

REGULAR FM broadcasting service was begun July 1 by WOI Ames, Iowa, Iowa State College outlet, with a Monday through Saturday schedule of music and news programs, 4:45 p.m. to 10 p.m. Agricultural features, athletic contests and other special events are slated for night broadcasts beginning this fall. A 580-ft antenna tower is being used to transmit FM signals, and also is equipped for television transmission. WOI-FM operates on 90.1 mc. Eventually a new transmitter house is planned, with transmitters for WOI as well as FM and TV operation.

'Tucson Traffic Tour'

TRAFFIC violators in Tucson, Ariz., are having a rude shock these days in hearing their errors described on the air. KTUC Tucson has started a daily program, *Tucson Traffic Tour*, utilizing its shortwave-equipped Ford station wagon. Each day an announcer, accompanied by a policeman, drives the mobile unit through the city's traffic. Together they broadcast a running account of violators, bad drivers, and on some occasions, courteous, careful drivers. The license number of each driver is announced on the air. The station believes the program will help in developing good drivers, and is planning to offer a prize for the most courteous driver each week.

Honor Dr. Alexanderson

DR. ERNST F. W. ALEXANDERSON, Swedish-born television and radio pioneer who recently retired from the General Electric Co. after 46 years' service, was named "Man of the Year" in the annual Sweden Day ceremonies at Scarsdale, N. Y. Dr. Alexanderson is now consultant to the GE general engineering and consulting laboratory. His alternator, a high-frequency machine for continuous wave transmission, made possible reliable trans-oceanic radio transmission, according to GE. Dr. Alexanderson holds other patents.

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Upcoming

July 25-26: NAB Unaffiliated Stations Executive Committee, NAB Hdqrs., Washington.
July 25-Aug. 26: Third Professional Radio Clinic, U. of Denver, Denver.
July 28-30: CBC Board of Governors meeting, Montreal.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 2-3: Audio-Visual and Radio Education State Directors conference, Chicago.
Aug. 8-19: Summer School of Christian Radio, Moody Bible Institute, Chicago.
Aug. 19-20: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 2: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 15-16: Joint board meeting of U.S. Radio Mfrs. Assn. and Canadian Radio Mfrs. Assn., Hotel Greenbrier, White Sulphur Springs, W. Va.
Sept. 18-20: Advertising Federation of America's Southwest District meeting, Biltmore Hotel, Oklahoma City.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 16-19: Radio-TV-Motion Picture Clinic, American Chamber of Commerce Executives national convention, Seattle.
Oct. 31-Nov. 2: IRE-RMA Engineering Dept. meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 11-12: NARND Convention, New York.

CALIF. BILLS

Broadcasters Score

CALIFORNIA broadcasters scored a double victory in the California State Legislature with the passage of one bill favorable to the radio industry and the technical death of an unfavorable bill.

The Broadcasters Libel Bill was passed by the State Assembly with a vote of 61 to 0. This bill had previously passed the State Senate and goes now to Gov. Earl Warren to be signed into law.

Authored by State Sen. Clarence Ward (R) of Santa Barbara, and fostered by California Broadcasters Assn., bill was drafted by Don Tatum, Don Lee vice president and general counsel, who is also CBA attorney.

The bill protects individual stations from being held responsible for libelous statements made on network programs over which they have no control or statements made by non-station personnel on sponsored programs. The latter protection is aimed primarily at programs on which political issues or personalities take part and are discussed.

The unfavorable bill was the State Athletic Commission backed measure to place a 5% tax on all contracts signed between television stations and boxing and wrestling stadiums and promoters. The bill also would have given the Athletic Commission certain controls over such contracts. The bill squeezed through the State Senate and was presented to the Assembly with a "do pass" recommendation by the Public Morals Committee.

After three weeks on the Assembly floor and very little debate, it was returned to the committee on revenue and taxation for further discussion and recommendations. The action, in effect, will bury the bill for the rest of this legislative session.

Arthur Westlund, general manager of KRE Berkeley and president of the California State Broadcasters Assn. who has been representing California radio stations in the legislative fight, said that in his opinion the action on the TV tax bill "makes it a very dead bill for good."

DOGS' LIFE

'AM,' 'FM' Join WBUY

LISTENERS to WBUY AM-FM Lexington, N. C., "now know that both AM and FM can be heard on the air every morning, over WBUY AM-FM," according to N. L. Royster, WBUY manager. If this sounds a bit confusing, it isn't that the station has gone to the dogs—in fact, the dogs have gone to WBUY.

AM and FM

Recently WBUY, licensed to Davidson County Broadcasting Co., took the air with FM, duplicating all AM programs. The day before the opening, a small mongrel pup, half-starved, took up domicile with the station, only to disappear after being fed. Four hours later the pup returned with a nicely bred older companion, who also was fed.

The animals inherited the names "FM" and "AM" and became good watch dogs at the station, located one mile from Lexington. In addition, they are both paying for their own keep and dog food (about $2 a week) by barking on the station's early morning program, *Crossroads Jamboree*.

Lots of Baseball

WBTM-FM Danville, Va., carried three nine-inning baseball games July 2, R. Sanford Guyer, general manager, reports. At 1:30 p.m. the station presented the Brooklyn Dodgers-New York Giants game. This was followed by a broadcast of a County League game, Chatham vs. Gretna. WBTM-FM then aired a Carolina League game, Danville vs. Durham, at 8 p.m.

SHADEL AND JOHNSON

Exchange Words

BILL SHADEL, CBS commentator, and Defense Secretary Louis Johnson exchanged a few heated words last week over what Mr. Johnson characterized as "misstatements" reportedly voiced by Mr. Shadel on some of his broadcasts. The incident began at a CBS cocktail party, given for officials of the National Military Establishment and CBS newsmen, and culminated on Capitol Hill when Messrs. Johnson and Shadel met.

During a hearing, the defense secretary was asked whether he had attempted any "reprisals" against radio commentators and newspapermen for criticism on defense actions. Mr. Johnson denied it, and later in the corridor was approached by Mr. Shadel who joined a conversation with Mr. Johnson and another reporter.

Mr. Shadel charged Secretary Johnson with first calling the "misstatements" to his own attention, then making similar comments to two CBS vice presidents and others who attended the party without mentioning he had initially brought it to Mr. Shadel's attention.

Mr. Johnson reportedly told the CBS commentator that if the latter's job were jeopardized by the comments, he would be willing to iron the matter out with his CBS superiors. Meanwhile, a NME spokesman attributed the "unfortunate" incident to the heat wave and pressure of hearings, and said Secretary Johnson had enjoyed unusually good relations with the radio and television industry.

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don't Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the two other QUAd-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the local rates of either of its competing 5000 Watt major network (NBC and ABC) stations!

** Local buyers don't agree with Mr. Hooper! We invite your inquiry for national availabilities.*

HERE IS THE RECORD:

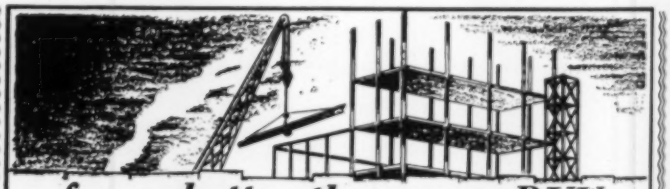
Total Local Advertisers	aWQUA	bSta. A	cSta. B	WQUA over Sta. A	WQUA over Sta. B
Time Purchased by Local Advertisers:	120	*53	51	126%	135%
Announcements	135	154	108	—12%	25%
** Newscasts & Sportcasts	555	615	285	—10%	95%
** Entertainment Programs	1,045	610	545	71%	92%
** Play-by-play Sports	646	None	None	No Competition	
** Total Program Time	2,246	1,225	830	83%	117%

* Exclusive of 23 advertisers on a 'promotion-deal'.
** In Minutes.
a—Average of weeks of 1/30/49-2/6/49.
b—Week of 1/30/49.
c—Week of 2/6/49.

"The QUAd Cities' Station" ● REPRESENTED BY RAMBEAU

WQUA RADIO CENTER MOLINE, ILL.

Bruff W. Olin, Jr., Pres. & Gen. Mgr.



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WFMJ

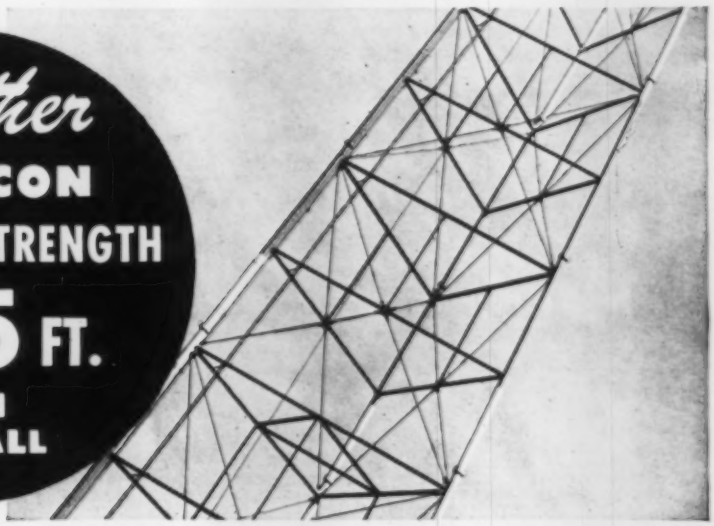
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Reaching far out for Royal Oak... WEXL-FM at Royal Oak, Michigan

● Metropolitan Detroit dialers are enjoying royal reception of WEXL-FM programs beamed from atop a new Truscon Radio Tower. Standing sturdy and strong as an oak, this Truscon Type H-30 Self-Supporting Tower, supporting an 8-bay General Electric FM antenna, rises to an overall height of 425 feet.

The Royal Oak Broadcasting Company is another in the long list of station operators who have turned to Truscon for the solution to their tower problems. In this case, blustery Great Lakes winters and blistering midwestern sun presented wide extremes of wind and weather. Still,

Another TRUSCON TOWER OF STRENGTH 425 FT. HIGH OVERALL



Truscon engineering and construction skills combined to deliver the tower which *exactly meets the demands of those purely local conditions.*

Truscon engineers are prepared to answer the tower problems of your particular project. They'll design and build your tower tall or small . . . guyed or self-supporting . . . uniform or tapered cross-section . . . for AM, FM or TV operation. Call in your nearby Truscon representative, or write our home office in Youngstown, Ohio, for consultation without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**

Hecht Success

(Continued from page 23)

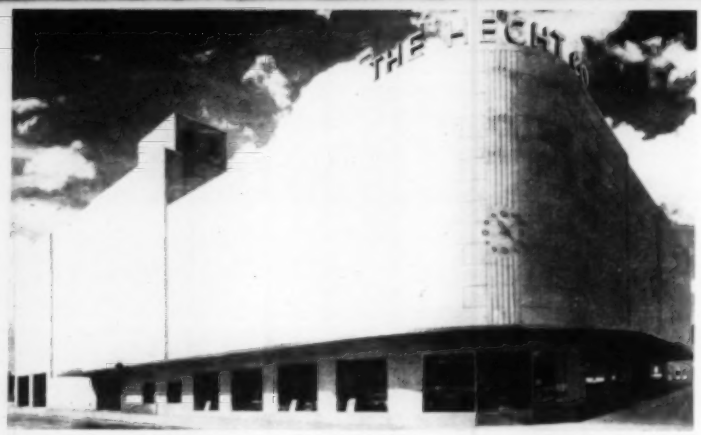
own interviews), and a 45-60-second Hecht institutional commercial, totaling up to a 15-minute newscast.

The reporter since the start has been Ernie Tannen, WGAY program director. In a little over a year-and-a-half he has interviewed some 400 leading citizens and public officials representing every bona fide organization in the area and reflecting every phase of community life. Mr. Tannen can count on his fingers the number of times he has been turned down in approaching interviewees.

While Hecht was getting its retail cathedral under way in Silver Spring, other stores, along with agencies and media folk, watched somewhat incredulously. They were aware of Hecht's reputation as a newspaper buyer, spending most of the million-plus budget on white space. Except during the war when newsprint was scarce, the downtown Hecht store has used radio mainly in a mass manner for storewide promotion and special events.

Yet here was the amazing spectacle of Hecht Co. relying heavily on radio to put over what many considered a risky adventure in retailing.

James Rotto, Hecht sales manager and widely known in the merchandising field, tells the store's version of what has happened.



The Hecht Co. Silver Spring store

"We have combined direct selling and institutional broadcasting as a medium for local and county news," he says. "Every day we interview a personality. It's a splendid goodwill medium.

"Commercials are played down, mainly selling the store services rather than specific items. An anniversary sale, for example, will be mentioned since it embraces many departments.

"We have no scientific means of measuring the exact amount of business we get from the program. However, we know by the number of requests for representation on the broadcast and the extent of community response that we are reaching the entire community."

Milton Shlesinger, operating manager of the Hecht Co.'s Silver Spring store, is an enthusiastic booster of the *Community Reporter* program. Before the Silver Spring store opened, Mr. Shlesinger headed the research division that analyzed business prospects in the Silver Spring area.

Affects Local Business

He found it hard to convince other Silver Spring merchants that the Hecht Co., rather than taking away business from the smaller merchants, would actually be increasing their business by bringing more traffic to the Silver Spring shopping center.

Mr. Shlesinger now feels that the Hecht Co. Silver Spring store has done exactly as promised and points to the scheduled openings of other stores in the immediate vicinity of Hecht Co. as proof. Sears Roebuck, Hahn's, Lerners and J. C. Penney are all opening in Silver Spring within the next few months and Jelleffs have already opened a successful branch. In the meantime, no Silver Spring merchant has gone out of business.

"The pattern of business development in Silver Spring," says Mr. Shlesinger, "is identical to that of suburban retail expansion all over the United States. People want to shop without driving long distances; they appreciate night openings; and they demand adequate parking spaces. If customers can find shopping centers easily accessible to their homes, they will transfer their shopping habits to them. The Hecht Co. made the first move and we welcome additional stores we have attracted.

"Through the *Community Reporter* we have built up in a surprisingly short interval a Silver Spring reputation for community service that matches the prestige developed by our Washington store over a half-century."

As might be expected from an enterprising store of the promotional type, Hecht Co. has a PA system in the Silver Spring store tied into the *Community Reporter*. Frequent announcements are made on the system. In much of its promotion, Hecht Co. keeps its store associates and customer traffic apprised of what the store is doing.

Last spring, for example, the employes received advance programs for the Maurice Chevalier disc show series and a special style show was staged for their benefit. Window displays, store restaurant menus with news flashes, elevator cards—every promotion medium known to retailing was utilized.

Stunts galore back up the Hecht Silver Spring store. In the spring of 1948 Brer Rabbit was first brought to Silver Spring as an Easter promotion. WGAY had the whole area—and a lot of the District of Columbia, too—agog with its flash bulletins on Brer Rabbit's progress through Georgia en route to Silver Spring.

The 1949 Brer Rabbit arrived in an old western stage coach. He was garbed in a cowboy outfit, including chaps and 10 six-shooters. Thousands of kids and plenty of their elders joined the fun. The youngsters were taken for coach rides and incidentally bought liberally of the Hecht supply of cowboy garments. And of course Santa arrives at Christmastime with a promotional flourish reflected in store traffic and sales.

Such promotions are typical, and WGAY's *Community Reporter* develops and sustains them. Equally important to the community is the way the noon broadcasts keep citizens informed on what's going on in and around Maryland's second largest city (Baltimore is the largest).

Civic, fraternal, religious and other organizations, with no other daily contact in Lower Maryland, depend on the *Community Reporter* to keep them in touch with the 300,000 inhabitants. And vice versa, of course, as anyone can quickly find out by a hasty coincidental checkup any weekday noon in homes or places of business.

All of Montgomery County's leading officials have appeared on the broadcast, along with Congressmen, State Senators, legislators and civic and religious leaders. Often their interviews have made news and surburban weeklies along with Washington dailies frequently carry stories that have come out of the broadcasts.

An important angle, from the Hecht viewpoint, is the fact that each guest assures the program of new listeners, most of whom become permanent followers of the programs and customers of the store.

When the first anniversary was observed during the week of Nov. 1, 1948, the *Community Reporter* originated from a Hecht store window. Ernie Tannen officiated at the anniversary fete as leading citizens of Washington and Maryland joined in the celebrating.

Mr. Tannen works closely with

Square Dancing Takes Over City For the Summer

A quarter century ago, when WLS first began its now-famous Saturday night National Barn Dance, with genuine fiddlers and real square dancing, the city of Chicago looked on—but took little part. Square dancing, the city-folk said, was for farm people. Chicago had its Aragon and Trianon Ballrooms, its smart supper clubs.

Summer 1949 typifies the change a quarter century has made. John Dolce, caller, and the square dancers who appear with him at the WLS "Old Hayloft" every Saturday night, have just completed a 2-week engagement at the Loop's sophisticated Chicago Theater. Under the direction of the Chicago Park District, a series of square dance contests is being held in various parts of the city with thousands of entries. 240 square dancers will appear in the finals August 3 on the Congress Street Plaza. WLS entertainers will be featured at all the preliminary contests as well as the final show.

For 25 years, the city people of Chicago have been growing increasingly interested in this friendly, informal fun and music that is the pattern for the WLS National Barn Dance—and for many highly successful "selling" programs on WLS.

WLS
1924 - - - 1949
Chicago 7
Represented nationally by John Blair

Adv.

Maybe

YOU CAN'T TELL A BOOK BY ITS COVER,
but
YOU CAN TELL RESULTS RIGHT NOW
in Memphis, when you buy—

WMPS 10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

Carl Bleiberg, public relations manager of the Hecht Co. stores. Requests for publicity from civic groups are channeled through the store public relations office to the *Community Reporter*. Many interesting local exhibits that Mr. Tannen learned of in interviewing his guests have been referred to the public relations department, which arranges their displays in the store. The office allocates time on *Community Reporter* for the store's participation in Red Cross, Community Chest, Boy Scouts and other fund-raising drives.

Here is the modest account of the program's success that induced NRDGA to award the Class A grand prize to the Hecht Co.:

The aim of the Hecht Co. was and is to establish the store as Lower Maryland's leader in community service. The *Community Reporter* has been instrumental in realizing this aim.

The citizens of Montgomery and Prince Georges Counties are very civic minded and actively engage themselves in community affairs. *Community Reporter* is considered the best single, effective promotional medium in helping to integrate the store with the life of the community.

Through the unique service it offers, *Community Reporter* has developed a large audience which reacts in volume to the Hecht Co.'s commercial announcements. On several occasions, items which have been advertised only on *Community Reporter* brought a large response. As a service to the community; as an advertising medium, the Hecht Co.'s *Community Reporter* on WGAY is a success.

Currently the Hecht Co. is sponsoring (via Harwood Martin) a 15-minute, five-times-a-week shopping guide over WOIC (TV) Washington, using a model displaying various wearing apparel and household gadgets. Its radio and TV campaigns have been trimmed seasonally, several spot and program series having been sponsored during the winter and spring.

Meantime, the *Community Reporter* continues its year-round function of tieing the Hecht Co. intimately into its trading area. For Hecht Co. long ago learned that true community support comes to a store only when the store proves its place in the daily life of its customers and potential customers.

That is the story of the radio campaign that has made the Hecht Co.'s suburban store truly an integral part of Silver Spring and environs.

It is the radio story of a store that ranks third in the United States in newspaper lineage and in the top 10 stores, using total advertising as a basis for comparison.

The Hecht Co., so newspaper-minded that it figures almost to the dollar the return it can get from a given amount of newspaper lineage, has discovered that the newer electronic media are effective developers of goodwill—and, of course, customer purchases.

'Hot' Spot News

CONFESSION of a pyromaniac has been wire recorded exclusively by WCHS Charleston, W. Va. When three fires and an explosion had been reported within three hours, Mort Cohn, program director and news editor, rushed to a boat-house, scene of the explosion, and learned that a man had been injured and hospitalized. Realizing the description of the man's clothing fitted that of one seen at earlier fires, Mr. Cohn raced to the hospital and wire-recorded a 35-minute interview. The accused later was admitted to the county jail where Mr. Cohn recorded questions and finally his confession. One hour later at 11:05 condensed version of recording was aired on WCHS newscast. The recording is being held as evidence at the fire marshal's request, according to the station.

Equipment Purchases

THE U. S. government bought radio communications equipment totaling $32,353,433 from member companies of Radio Mfrs. Assn. during the first quarter of 1949. This compares to $18,053,969 in the first quarter of 1948 and $37,018,903 in the last quarter, according to RMA. Transmitter manufacturers also received U. S. orders totaling $37,342,885 in the first quarter of 1949 as against $11,448,007 in the same quarter a year ago and $32,628,310 in the fourth quarter.

ZENITH REPORT

'Slight' Decrease Shown

TOTAL volume of business "slightly under that of the previous year" was announced by Zenith Radio Corp. last week in its annual report to stockholders. For the fiscal year ended April 30, 1949, total volume of business was $77,146,861. In making the report, Commdr. E. F. McDonald Jr., Zenith president, explained: "During the year, the entire radio industry experienced a sharp reduction in the number of radio receivers manufactured and sold, although [Zenith's] decrease in radio receiver volume is believed to be less than the average."

Acompanying the report was an announcement of the annual meeting of shareholders to be held in Chicago July 26. Among business to be discussed at the meeting is a proposal for the approval of a contract between Zenith and Teco Inc. (Television Entertainment Co. Inc.). Under terms of the proposed contract, Teco is "to exert its efforts to promote and bring about the adoption and use" of Phonevision.

Teco, a separate and independent Illinois corporation, has been organized by members of the Zenith board of directors, with an authorized capitalization of $1 million. The directors have initially subscribed and paid for $10,000 of its stock toward its total capitalization. Teco stock, if the contract is approved, will be offered for sale to Zenith shareholders. Largest Teco shareholder (590) is Commdr. McDonald.

Zenith's net income for the year, according to the stockholders' report, was $2,706,889. The company paid a dividend of $1.50 per share on April 30, the same amount as was paid in 1948, which was an increase of 50¢ per share over the annual dividend paid in the 11 previous years.

WOR CASE

NABET, TEU Ready Briefs

BRIEFS as to what constitutes the proper bargaining unit for engineers at WOR New York are expected to be fi'ed in the coming week with NLRB by NABET, the station and by the engineers who broke away from NABET under the name Technical Employes Union.

It is understood that the company wants to include all types of engineers in the bargaining unit, while NABET wants to exclude air-conditioning technicians and electricians and TEU wants to exclude only recording technicians. Unfair labor charges filed with the NLRB by NABET against TEU will not come up for disposition until after the bargaining unit matter is decided. NABET has charged TEU with forcing NABET members to join TEU under threat of loss of jobs if they did not sign cards.

WANTED ALIVE -

Description:

Age: Old enough to realize that a buyers' market prevails, and interested in making his advertising dollars go further

Identification: Shrewd, intelligent and interested in reaching a vast new potential customer audience for his product at the lowest cost per prospect in Houston radio. Goes by the name of sponsor, alias on-the-ball merchant.

REWARD

To the agency or account that brings in this WANTED PERSON . . . KNUZ will clear "COLLIE'S CORRAL" 12:30 p.m. to 12:45 p.m. Monday thru Friday, or "COLLIE'S CORRAL" 12:45 p.m. to 1:00 p.m. Monday thru Friday. BOTH quarter hour segments of the "CORRAL" have the *NUMBER ONE LISTENING AUDIENCE IN HOUSTON. WITH A QUARTER HOUR HOOPER RATING of 4.5 and 5.4 respectively.

*(Winter-Spring Hooper report Dec., 1948, thru April, 1949). Anyone knowing the whereabouts of the above person

Contact Nearest "Sheriff's" Department Forjoe or "Sheriff" Dave Morris Central 8801

k-nuz

9th Floor Scanlan Bldg.
Houston, Texas

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

Milestones

► TWO THOUSANDTH consecutive broadcast of *Nee Hour of Dreams*, heard seven times weekly on WMAL Washington, will be celebrated July 14 by a simulcast of radio and television. Special citation will be presented to P. J. Nee Furniture Co., sponsor, from Mark Woods, president of ABC. Lee Dayton, who conducts the 45-minute show, will be featured on simulcast along with Howard Mitchell, conductor of National Symphony Orchestra; prominent government officials, and a World War II veteran. First broadcast of *Hour of Dreams* occurred Jan. 20, 1944. Since then 28,000 records have been played totaling 1,500 hours on air.

Mr. Dayton

► George W. Allen, CBS western program director, celebrated his 25th year in radio July 5. Currently producer-director of CBS *The Whistler*, Mr. Allen has directed such shows as *Burns and Allen*, *Professor Quiz* and *Ed Wynn*. He has been with CBS since 1938.

► Union Bank & Trust Co. of Los Angeles celebrated its 35th birthday July 1 with special half-hour broadcast on KNX Los Angeles. Various radio and motion picture personalities were featured in entertainment. In attendance were Los Angeles Mayor Fletcher Bowron, Maurice C. Sparling, California state superintendent of banks, and bank officers, directors, employes and their friends.

► Dr. George A. Bunting, founder and president of Noxzema Chemical Co., Baltimore, celebrated his 35th anniversary June 22. He will turn over active management of factory to his son, G. Lloyd Bunting, and will become chairman of board when his son succeeds him as president.

FIFTEENTH anniversary of WMT Cedar Rapids newscasts sponsored by Killian Co., that city, was marked last month. Sharing a chuckle in comparing one of the first newscasts with the script of a modern program are (l to r) Beulah Marsh, who has been Killian's personal shopper on the program throughout its history; W. B. Quarton, general manager of WMT, who originally handled the account as a salesman; A. L. Killian, president of the firm, and Douglas Grant, program director at WMT, who presented the first of the newscasts. Not present for picture is Bert Wilson, Chicago Cubs sportscaster, who originally took the telegraphic news reports for WMT in days before the teletype.

KGGF KELD

Better Facilities Proposed

IMPROVED facilities for KGGF Coffeyville, Kan., and KELD El Dorado, Ark., on 690 kc are proposed in an initial decision issued last week by FCC Examiner Elizabeth C. Smith. The ruling would deny shift of KGKB Tyler, Tex., to 690 kc.

The ruling is premised on the Communication Act's requirement for allocation among states and communities on a fair, efficient and equitable basis. Examiner Smith states the "compelling difference in the merits of the applications is the difference in the need for primary service by the areas which would gain service under the respective proposals."

KGGF would be granted a power increase on its present 690 kc assignment from 1 kw day 500 w night to 10 kw day and 5 kw night, changing its directional array. The boost actually would mean a loss of present nighttime service in a 147 square mile area, the examiner points out, but this is less than the area which would gain its first primary service at night.

KELD would move from its present 1400 kc asignment with 250 w unlimited to 1 kw day and night on 690 kc.

Examiner Smith notes that Tyler already has two AM and one FM station, with CP for a third AM outlet. Coffeyville, on the other hand, has only one station, as does El Dorado. KGKB applied for transfer from 1490 kc 250 w unlimited to 690 kc 5 kw day 1 kw night, both directional.

"The operation proposed by KGKB at Tyler would serve no area which is now without primary broadcast service," the examiner held, "whereas the proposals of KELD and KGGF would each serve areas and populations presently without any primary radio broadcast service." The decision discussed interference problems at length, along with additional service to be provided by grant of the KGGF and KELD applications.

RAYTHEON REPORTS

3 New Stations Equipped

THREE New England stations which have taken the air within the last two weeks are using Raytheon equipment, including transmitters and RC-11 studio consoles, Raytheon Mfg. Co., Waltham, Mass., reports.

The stations and the dates they started programming are: WERI Westerly, R. I., 250 w fulltime on 1230 kc (see senarate story), June 30; WHWB Rutland, Vt., 1 kw day on 1000 kc, July 2, and WTWN St. Johnsbury, Vt., 250 w fulltime on 1340 kc, July 10.

AFRA BOARD

Replacements Announced

NEW YORK local of AFRA last week announced that it had elected four replacements to the union's national board. The new members: Vinton Hayworth, representing actors, and Lawrence Tibbett, Lanny Ross and Alex McKee, representing singers.

Also named to the national board from other places: Central section—Andre Carlon, Cincinnati; Tim O'Sullivan, Ft. Wayne, Ind.; Don Roberts, Kansas City, Mo., and Rod Whalen, New Orleans; Eastern section—Charles Brink, Rochester, N. Y.; Western section—Janet Baumhover, Portland, Ore.

WERI'S STAFF

Headed by Oury, Gen. Mgr.

STAFF of WERI Westerly, R. I., which took the air June 30 as a 250 w fulltime station on 1230 kc, was announced last week by W. Paul Oury, owner and general manager.

Phil Rubin is station manager and James Nugro is chief engineer. Mrs. Oury is serving as assistant to her husband. Other staffers include: R. V. Miceli, William H. Mobray and J. Royce Brown, engineers; Arthur Borges and M. Q. Dunn, sales representatives; Mrs. Dorothy M. Noel, station secretary; Mrs. Marion MacNeil, director of women's programs; P. C. Anderson, studio messenger; Maurice Devine, Tony Allen and Harry Nelson, announcers; William J. Perry, announcer-sales representative, and Harold Maxwell, accountant-engineer.

WERI's studios and control room are on the top floor of Westerly's Liberty Hotel. Transmitter and tower are on Margin St. in Westerly.

The station will operate daily from 6 a.m. to midnight and will utilize 10 telephone lines to churches, civic centers, auditoriums, schools and sports fields for on-the-spot programs, Mr. Oury said. Wire service is UP.

Mr. Oury, a retired Navy commander and a veteran of both world wars, became manager of WPAW Pawtucket, R. I., in 1931. That station later consolidated with WLSI Providence and is now WPRO, *Providence Journal* station. Mr. Oury organized WFCI Pawtucket in 1938 and was its general manager until he re-enlisted in the Navy in 1944.

A 1 1/2 BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE TEXAS-OKLAHOMA STATION

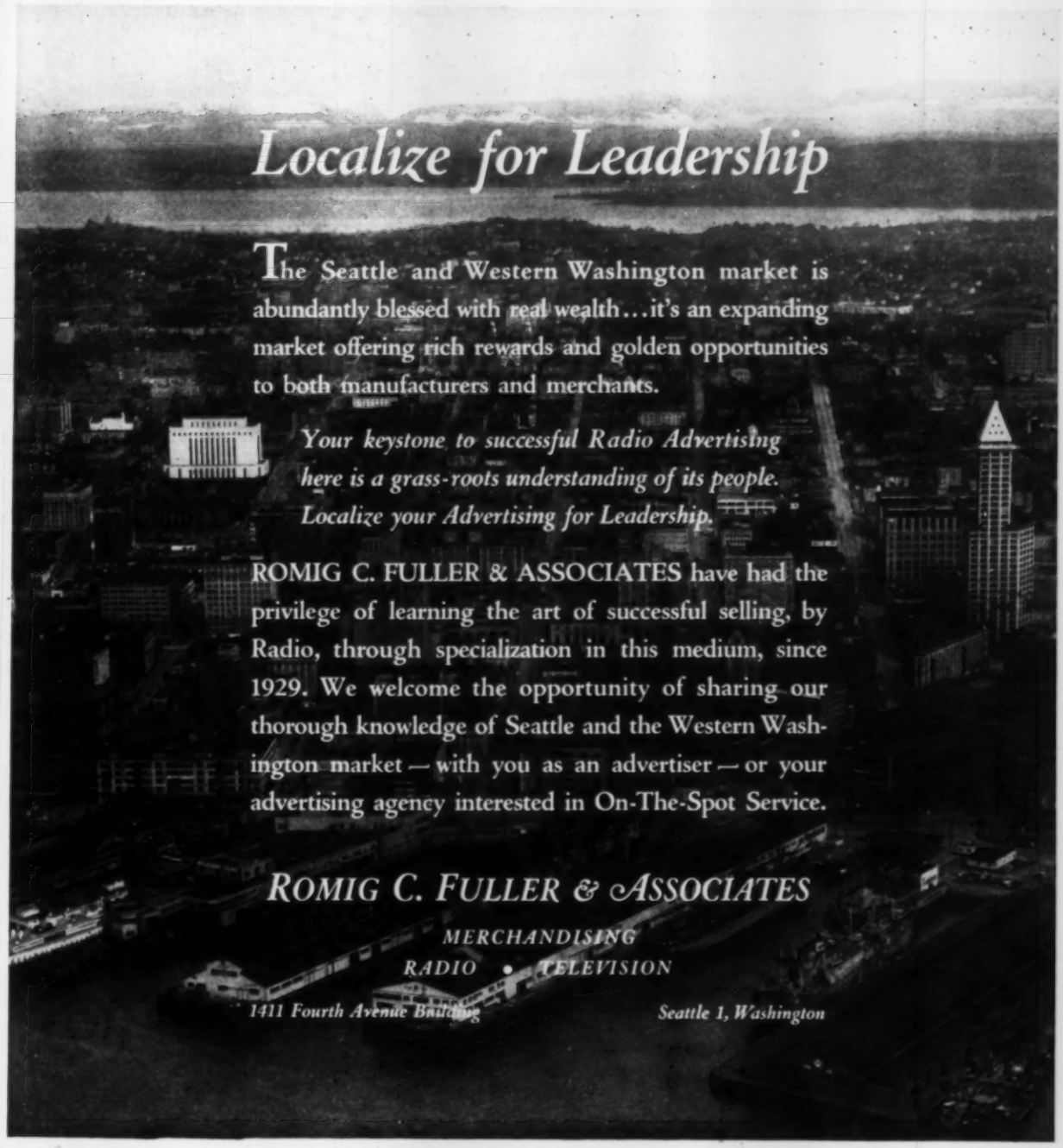
Wichita Falls-5,000 Watts-620 KC-CBS

Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

A Continuing Study of Major Radio Markets

Study No. 14

Seattle-Tacoma


Localize for Leadership
The Seattle and Western Washington market is abundantly blessed with real wealth... it's an expanding market offering rich rewards and golden opportunities to both manufacturers and merchants.
Your keystone to successful Radio Advertising here is a grass-roots understanding of its people. Localize your Advertising for Leadership.
ROMIG C. FULLER & ASSOCIATES have had the privilege of learning the art of successful selling, by Radio, through specialization in this medium, since 1929. We welcome the opportunity of sharing our thorough knowledge of Seattle and the Western Washington market — with you as an advertiser — or your advertising agency interested in On-The-Spot Service.
ROMIG C. FULLER & ASSOCIATES
MERCHANDISING
RADIO • TELEVISION
1411 Fourth Avenue Building
Seattle 1, Washington

Fourteenth of a Series

what he uncovered —we cover!

EVER HEAR about the time Paul Bunyan dug Puget Sound and opened up the mouth of the Columbia River . . . all in the same day?

Wouldn't be no big Pacific Northwest Market, if it weren't for old Paul.

You see, Paul was visiting his folks in Maine when he got the call. He picked up Babe, his Blue Ox, somewheres around the Great Lakes and hustled out here to the evergreen country.

About 3 o'clock that afternoon he'd finished with Puget Sound. Weren't even puffing. So he and Babe strolled down Oregon way, scooped up a channel to let the rain water get to the sea. That's the Columbia.

Later that evening, when Paul stood ankle-deep in the ocean surveyin' his day's labor, KIRO went to work.

Our engineers drew a line on the ground 'round Paul's shadow. This, they said, is what we want to cover with our protected 0.5 mv/m ground wave.

The proper authorities said at the time it was okay. Still is.

Mighty big job . . . done in a mighty big way. Two million folks living here now.

For those two million . . . and for the advertisers who want to reach them . . . KIRO is still doing things in a mighty big way.

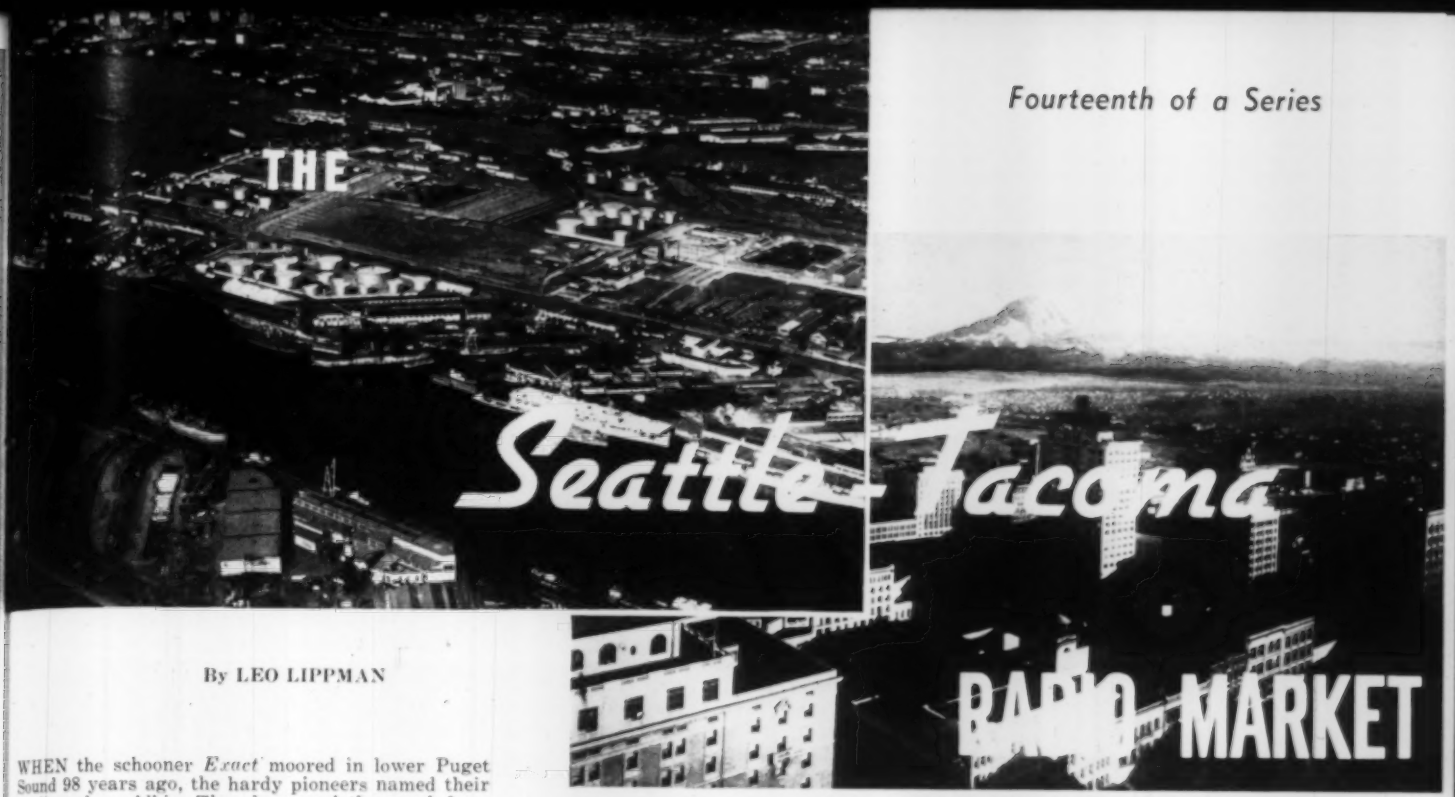
KIRO

SEATTLE • TACOMA

REPRESENTED NATIONALLY BY FREE & PETERS

CBS FOR THE PACIFIC NORTHWEST

710 KC
50,000 WATTS



Fourteenth of a Series

By LEO LIPPMAN

WHEN the schooner *Exact* moored in lower Puget Sound 98 years ago, the hardy pioneers named their landing place Alki. They borrowed the word from the Indians, to signify that the community would be another New York "by and by."

Seattle and Tacoma still have some way to go before they can claim to match the eastern metropolis, but local business leaders say they are well on the way. And if the growth of the Pacific Northwest continues as it has in the past decade, spurred by the excellent services of a group of progressive broadcast stations, the dreams of the pioneers will soon seem less than visionary.

Annual business of Seattle-Tacoma radio stations alone is now over $3 million. Of the total of 235,400* families in Seattle 97.4% or 228,279 have radios, according to BMB estimates. In Tacoma there are 73,000* families and 98.1% or 71,613 own radios. There are an estimated 7,500 television sets in Seattle plus an unestimated number in surburban areas.

Puget Sound Region Increased Greatly in Decade

The index of Puget Sound business activity, as computed by the U. of Washington's Bureau of Business Research, shows virtually 100% increase in the past decade—a doubled audience the area's broadcasters are serving with the best in entertainment, education and public service.

With the years 1935-39 furnishing a base of 100, the index stood at 112.9 in 1940 and 207.3 in 1948. The index includes data covering electrical energy, coal production, factory employment, fishing, newspaper advertising, department store sales, postal sales, gasoline sales, bank debits, ordinary life insurance sales, freight carloadings and building permits.

Seattle retail sales jumped from $223 millions in 1940 to $832* millions in 1948, while wholesale sales leaped from $483 millions to $1,708 millions in 1947. Bank clearings, as reported by the Seattle Clearing House Assn., more than doubled, from $2,113 millions to $6,131 millions. This expanded market is being utilized by hundreds of advertisers who have discovered radio's potent sales power.

Other Figures Show The Area's Potential

Nineteenth in population (22nd in 1940), Seattle is 14th in retail sales, 16th in effective buying power and sixth in effective buying income per capita. Per capita buying income is $2,050 or double the $954 in 1940. Spendable income per family was reported at $5,102 for King County (Seattle) and $4,795 for Pierce County (Tacoma).

Other pertinent statistics concerning Seattle: 252,291 telephones were served through the Seattle exchange as of April 1, 1949; Post Office receipts totaled $9,090,000 in 1948; 6,652 building permits, with a value of $54,461,930, were issued for 1948; assessed value of real and personal property in 1947 was $363 million, with property assessed at 50% of its true value.

Tacoma's average annual income in 1940 was $1,390, and has since increased to $1,620. The current labor force of 70,000 is about 12,000 higher than before the war. Annual business volume, as summarized by Kerlin Research, New York, grew from $429 million in 1939 to almost four times that sum —$1,656,000,000—in 1948. The rise was almost without break, during and since the war, and 1948 registered a jump of 12.05% over the year immediately preceding.

Other significant indices of Tacoma's growth in the past decade include:

Assessed valuation of real and personal property: $49,208,796 in 1940 and $81,210,093 in 1948.

Bank transactions: $1,024,915,000 in 1940 and $3,204,049,000 in 1948.

Bank deposits: $61,034,526.43 in 1940 and $208,847,991.84 in 1948.

Savings and loan assets (excluding one national association with Tacoma branches): $22,049,705.13 in 1940 and $47,282,184.39 in 1948.

Postal receipts: $736,613.39 in 1940 and $1,563,485.95 in 1948.

Building permits: 1,933 valued at $3,621,698 in 1940, and 2,867, valued at $16,804,281 in 1948.

Phenomenal growth of the Puget Sound area, stimulated by the war, has not ceased entirely. Population, volume of business, new industrial and commercial enterprises have continued to grow. Shipyard workers and others attracted to the region during the war have remained; servicemen passing through the port of embarkation have returned with their families; the prospect of cheap hydroelectric power and access to first-class harbors have drawn business.

International Conditions Important in Area's Economy

Unsettled international conditions have of course continued to play a part in the area's economic prosperity. Richland, in Central Washington, is the location of the Hanford Works, one of the nation's three principal centers of atomic activity. It provides the Northwest's second largest payroll (a permanent working force of some 10,000 is anticipated), creating a new market of importance to the entire region. And at the Boeing Airplane Co., a backlog of approximately $400 million in U. S. Air Force and civilian airline orders is keeping the giant plant humming. In mid-May, Air Secretary Stuart Symington indicated that the U.S. Air Force expects Boeing to continue at about the same production level for the next year.

Population of the cities and surrounding area has increased substantially since the last census. The state of Washington as a whole, one of the three fastest-growing states in the nation, rose from 1,736,191 in 1940 to an estimated 2,148,000 as of July 1, 1948, or 43% in eight years.

Continued Growth for State Is Predicted

Dr. Calvin F. Schmid, professor of sociology and director of the Office of Population Research at the U. of Washington, has forecast close to 3,000,000 for Washington by 1960. The census count, and the latest estimate (by Washington State Department of Health) show the following breakdown for King County, in which Seattle is the principal community, and adjacent Pierce County, where Tacoma predominates:

	1940	1948
King County	504,980	671,700
Seattle	368,302	476,000
Pierce County	182,081	208,900
Tacoma	109,408	137,900

Minority races and religions are represented by a quite small percentage of the population, although the number of Negroes increased substantially during and immediately following the war. The largest component of the foreign-born population comes from nearby Canada, with the Scandinavian countries running second. While only 16.2% of Seattle's population and 14.4% of Tacoma's are foreign-

(*Continued on next page*)

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XUM

Seattle-Tacoma

(Continued from preceding page)

born, according to the 1940 census, more than 60% of the present residents migrated from outside the state.

Rural Area Large Percent Of Stations' Coverage Market

Cities of 10,000 and over in the area served by Seattle and Tacoma radio stations include Renton (16,200), Bremerton (32,500), Puyallup (10,000), Everett (35,600) and Olympia (16,300). With close to half the state's population living in communities of less than 2,500, these figures do not indicate accurately the size of the market area. Importance of the rural market—and of the farmer-listener to metropolitan radio stations—is pointed up by the fact that Northwest farm dwellers commonly drive up to 100 miles into town to do their weekend shopping. Cities as small as 30,000 population, therefore, serve as trading centers for 100,000-200,000 people spending up to $100,000,000 in retail purchases.

The rural economy is mighty important, too, since the average farm in the state of Washington has an annual income over $5,400. The total farm income in the state is now running a half-billion dollars a year over the pre-war figures.

The Puget Sound area is recognized as the third market of the Coast states, being exceeded only by Los Angeles and San Francisco.

65% of State's Population In Seattle Trading Area

Seattle's retail trading area has been defined by Chamber of Commerce officials as extending north to Bellingham, south to Olympia, west to include most of the Olympic Peninsula and eastward as far as Wenatchee. The area contains 65% of the state's population and purchasing power.

Seattle and Tacoma are the first and third cities of the state, populationwise. Between them, along the 31-mile highway, are two large airports not only serving the nation and Alaska, but offering direct routes to Hawaii and the Orient as well. It is not without reason that Seattle, the largest city north of San Francisco and west of Minneapolis, calls itself the Queen City of the Pacific Northwest.

King County, in which Seattle is located, contains some 1,200 individual industrial enterprises, including shipbuilding and repair, aircraft manufacture, agricultural and dairy products, light metals fabrications, fish products, wearing apparel and leather goods, machinery, flour and grain products, frozen foods, trucks and buses, plywood, furniture, and paper products.

Tacoma, which boasts the highest proportion of skilled workers on the Pacific Coast, is the most industrialized city in this rapidly expanding Northwest region. According to a survey of major industries conducted by the City Planning Commission in July 1948, there are 495 manufacturing establishments in Tacoma, employing a total of 19,870 wage and salary workers. Manufacturing is still outranked, however, by trades and services, with 3,563 establishments employing 26,995 workers. In third place as an employer is Government, with 7,705 workers.

Important National Industries Operate in Tacoma Region

Permanente Metals Corp. maintains an aluminum ingot plant in Tacoma with a capacity of 40,000,000 pounds a year. The Tacoma Smelter, one of the largest in the U. S., refines one-twelfth of the nation's copper, and a 100-ton-a-day sulfuric acid plant will be operating by next spring.

Other important industries operating in Tacoma include the metallurgical group (car wheels, castings, ferro-chrome, electrolytic iron, metallurgical coke, steel ingot), forest products (doors, felting, furniture, lumber, plywood, pulp and paper), chemicals, food (canneries, candy, flour), railroad shops, shipbuilding, heavy crane and logging equipment.

Tacoma manufactures half the Douglas fir doors produced throughout the world, and is headquarters for the Fir Door Institute and the Douglas Fir Plywood Assn. The city is the center of the electrochemical industry in the Northwest. Fifth among flour milling centers of the U. S., Tacoma is the largest west of Kansas City and Minneapolis. It also houses the home offices of Weyerhaeuser Timber Co. and other national concerns, and is the regional office of the U. S. Collector of Internal Revenue, covering the state of Washington and all of Alaska.

Seattle is at times accused of being the capital of Alaska, and there are those Seattleites who admit the charge. Actually, since the city is nearer to both Alaska and the Orient than any other major U. S. port, and is the sole terminus of regular steamship lines operating between the States and Alaska, it is only natural that the Puget Sound city should do the lion's share of the business. Alaska last year produced a canned salmon pack valued at $101,000,000, plus additional millions in gold and furs, most of it reaching American markets through Seattle.

Seattle Ships Over Half of Goods Consumed in Alaska

Conversely, more than half the goods consumed in Alaska are shipped from Seattle. In 1947, the last year for which the U. S. Dept. of Commerce compiled and reported figures on the subject, Seattle's receipts from Alaska totaled $123.6 millions, and shipments to Alaska added up to $116.8 millions. The tremendous growth of the Alaskan trade is indicated by a comparison with the year just preceding, 1946, when the figures were 69.4 and 75.0 millions respectively. The current rate is close to triple that of 1940.

Radio-wise, too, Seattle and Tacoma are unusual in the national perspective. For all practical purposes, the standard broadcasting wave is effectively cut off by the 10,000-foot Cascade Mountain range to the east. Yet within this comparatively narrow range, the Seattle (and to a lesser extent Tacoma) stations exert an influence out of proportion to the local population.

Seattle has the only NBC and CBS affiliates in Western Washington and three of the four 50 kw stations in the state (KOMO KIRO KING). Seattle had the first television outlet (KRSC-TV) north of Los Angeles. Paradoxically, the mountains which restrict the standard broadcasting range help bounce the video image far beyond the normal expectancy, with the result that KRSC-TV is said to be received with clarity as far south as Portland and Astoria, Ore.

Puget Sound broadcasters claim—and the network affiliates, at least, can prove with BMB maps and fan mail—a coverage area extending into every Washington county west of the Cascades, plus a good-sized chunk of southwest Canada. Citizens of British Columbia are among the regular tuners-in to network shows beamed from Seattle.

Tacoma boasts the only non-AM affiliated FM stations in the state (KTNT and KTOY). Until March 1949, it was the home city of KVI, Mutual outlet for Seattle and Tacoma; since the FCC authorized shift in headquarters the station has continued to maintain studios and offices in both cities. Outgoing president of the Washington Assn. of Broadcasters is H. J. (Tubby) Quilliam, president of KTBI Tacoma.

While there are independent stations in nearby Bremerton and the smaller surrounding communities, and a Mutual outlet in neighboring Everett, the Seattle stations command constant audiences. In the state capital at Olympia, 60 miles from Seattle, there is only one station, a Mutual affiliate.

Local Programming Reflects Special Interests

Local programming reflects the special interests of the Puget Sound audience. An outstanding example is *The Old Boat Puller*, a trade journal of the air beamed at commercial fishermen working along the Pacific Coast. The KIRO program goes on Monday through Friday at 5:30-6 a.m.—"mug-up time," when the fishermen pause in their work for a cup of hot coffee.

Another peculiarity of Puget Sound radio is the heavy emphasis, in record shows, on Scandinavian music. There are probably more schottisches and hambos played on Seattle's independent stations than anywhere else this side of the Norwegian fjords.

The U. of Washington, located in Seattle, also exerts considerable influence on radio, particularly in the western part of the state, with some 14 shows being transcribed each week at Radio Hall on the

O. W. FISHER
Pres., Gen. Mgr. KOMO

ARCHIE G. TAFT Sr.
President KOL

CARL E. HAYMOND
Owner KMO

HENRY B. OWEN
President KING

F. PAUL McCONKEY
KTW

H. J. QUILLIAM
General Manager KTBI

mpus, for broadcast on more an a score of stations.

In recent months, several local ations have made special efforts develop worthwhile programs for teners of pre-school age. The amber of Commerce has launched institutional promotion via *The attle Story*, over KOMO.

One of the most spectacular suc- is stories in modern advertising tory was a Seattle radio venture, zany promotion of The Three 's. Relying almost exclusively singing commercials, repeated) times a week or more on local tions, the owners of a small plus sales outlet, housed in a t on the outskirts of Seattle, lt a flourishing business within ee months, and received national olicity.

During the war, Boeing Airplane presented *The Boeing Hour*, a talent show produced locally r KOMO with the principal pur- es of recruiting workers and lding employe morale. Last ar, when the same company was uck by the 14,500 members of the lependent Aeronautical Mechan- Union, Boeing used 50 to 75 ts a day over eight stations, ough Frederick E. Baker and soc., to announce its rehiring ocedures. The company has not en a consistent user of radio, but arold Mansfield, Boeing's director public relations, indicated re- ntly that the door is not perma- ntly closed.

Time Differentials Complicate Schedules

Because of the time differentials ith the East (and with California d even within the State of Wash- gton, during the daylight-saving onths), stations in the Northwest ave a complex job of program cheduling. The western networks enerally delay national shows to ake up for the three-hour time ag, and the local stations occasion- lly delay them still longer.

Seattle's century-old history temmed from hunting, trapping nd fishing, aided by sawmills. Arrival of the railroads in 1884 nd the Alaskan gold rush started a period of mushrooming growth which more recently appeared in the form of war-inspired activity. Proximity of natural wonders and Grand Coulee Dam are important factors.

The city rates highest among 31 ities of comparable size in the ercentage of adults having com- leted four or more years of col- ege. Wage levels in Seattle and Tacoma are high. Of 235,400 Seattle families, 132,000 own their wn homes and 134,000 own autos. Boat ownership in the Puget Sound area is second in the nation, with 90,732 craft registered. Ownership of electrical appliances is high as a result of low power rates.

Stations, advertising agencies nd regional observers see a grow- ng buyers' market. One agency, Lunke-Maudsley & Assoc., esti- nates its radio billings in 1949 will be double those a year ago.

One TV station, KRSC-TV, has been on the air since last Thanksgiving Day. A contract was signed early in May for transfer of KRSC's TV and FM operations to KING. Eight applicants seek the remaining six channels.

Thirteen AM stations serve the Puget Sound area from Seattle and Tacoma. They are (including FM, TV and network affiliations): KING and KING-FM; KIRO, KIRO-FM, CBS; KJR, ABC; KMO; KOL; KOMO, KOMO-FM, NBC; KRSC, KRSC-FM, KRSC-TV; KTBI; KTW; KVI, MBS; KXA; and KTNT and KTOY (exclusively FM). In surrounding markets are KBRO Bremerton, KRKO Everett (MBS), KRKL Kirkland and KXRN Renton.

Area's TV Sets Expected to Reach 10,000

Dealers report an estimated 40,000 sets installed which receive FM. Number of TV sets is expected to reach 10,000 by the end of 1949. KRSC-TV has a 20-hour weekly schedule including the four TV network services by kinescope. Interest has been spurred by *Post-Intelligencer* promotion and enthusiasm of several department stores.

Transit Radio came to Washington last February, when KTNT's FM programs were first beamed to Tacoma Transit Company vehicles. The station, owned by the *News Tribune*, started in October 1948, and when it launched transitcasting, it had some fifty advertisers, both national and local, and 14,000 FM receivers in the primary coverage area, excluding Seattle. There are 136 vehicles in the Tacoma system, carrying a total of 2,500,000 riders a month.

In Seattle, too, both the Transit System and the stations with FM affiliates have expressed interest in the new advertising medium, and engineering tests have been held, but the program has not yet been inaugurated.

The Seattle-Tacoma radio market has an important local revenue source not common to most areas —advertising dentists and optometrists. One such dental client, Dr. L. R. Clark, is the largest single user of radio in Seattle, placing through Lunke-Maudsley & Assoc. along with its subsidiary, Boston Dentists. The client has spent as much as $15,000 (now $6,000) a month on radio, 90% of its advertising budget, using all local stations.

Binyon Optometrists spends $35,000 a year in Washington, placing through Wallace Mackay Agency, Seattle.

Public utilities are active radio users, including Seattle and Tacoma publicly-owned light systems and the competing privately-owned Puget Sound Power & Light Co., which was the largest sponsor for many years. Puget Sound's budget has dropped with imminence of a loss of its Seattle franchise in 1952, but it is still active on the air and buys extra time in emergencies. Seattle Transit System spends 25% of its budget in radio, mainly spots.

GENERAL RATES FOR SEATTLE-TACOMA AREA

(For One Time, One Hour)

Station	Class A	Class B
Seattle		
KOMO*	$216.00	$108.00
KING	150.00	75.00
KIRO	375.00	187.50
KOL	100.00	60.00
KJR	280.00	140.00
KXA	75.00	
KRSC	100.00	60.00
KTW**	40.00	
Tacoma		
KTBI	90.00	60.00
KMO	100.00	60.00
KVI	200.00	100.00

*Rate listed is for ½ hour
**Time sold only to religious broadcasters

Department stores are consistent time buyers. *Frederick & Nelson Concert Hour* on KRSC seven days a week is the city's oldest consecutive program and recently celebrated its 6,000th hourly broadcast. The store is an affiliate of Marshall Field & Co. Other programs include *Light Concert Hour*, five weekly, on KJR and 10-minute daily INS newsreel on KRSC-TV. Agency is Hiddleston, Evans & Merrill.

Bon Marche, Allied Stores Corp. affiliate, has two live musical programs, *Tone Portraits*, on KOMO (Sunday, 3:30-4 p.m.), and *Piano Melodies* (Monday through Friday, 4:30-4:45 p.m.), both of which have won NRDGA awards. Margaret Campbell, Bon Marche radio director, writes the continuity. The store sponsors baseball telecasts.

Rhodes, a home-owned department store, has two shows on the air in Seattle, both on KJR. *Homemaker's Edition of the News* is offered at 9:00-9:15 a.m. Monday through Saturday, with basically institutional promotion; this show has been sponsored by Rhodes for over six years. *Top Seven*, which was launched in 1948, presents the hit tunes of the week, and is broadcast Thursday evenings from 8:30 to 9.

Local Auto Dealers Buy Considerable Time

Other active retailers are Weisfield & Goldberg, jewelers; Irving's Men's Store, with outlets in Seattle and Tacoma; Sherman Clay, musical instruments; Grunbaum's Furniture Co.; Standard Furniture; Ben Tipp, credit jewelers.

Several auto dealers also put a good-sized share of their advertising budgets into radio, including Riach Oldsmobile (Sunday night newscasts), Smith-Gandy, Ford agency (heavy spot schedule, plus college basketball games), Dick DuBois, Hudson dealer (nightly announcements following *Richfield News*), and William O. McKay, Ford agency (Fulton Lewis jr., nightly). Of the local banks, the heaviest radio users in their respective cities are Seattle-First National, with a half-hour weekly choral program on KOMO and spots on KVI, and Pacific First Federal, in Tacoma, which uses spots on all stations in the home city plus Bellingham and Seattle, Washington, and Portland and Eugene, Oregon.

Heaviest regional spot schedule is that of Olympia Brewing Co., in Olympia, sponsoring 11,232 spots on 28 Washington stations in 1949-50 through Botsford, Constantine & Gardner. The spots are of the public service type, promoting traffic safety.

Fisher Flouring Mills, owning KOMO, bought spot and network time in the 11 western states in the past and may do so again on a large scale. At present the company has 12 newscasts a week on KOMO, paying the full rate, plus participations on KVI and some spot in Oregon and occasionally California. The company owned both KOMO and KJR up to 1945, selling the latter to Birt Fisher (no relation), former KOMO-KJR manager, who then sold KJR to Marshall Field. The Fisher account is placed by Pacific National Advertising Agency.

Pacific uses radio extensively for its 30-odd clients, with 40% of their total budgets going into the medium. President William H. Horsley, Secretary H. O. Stone and Radio Director Trevor Evans are radio and TV-minded. Mr. Evans recalls that a Fisher Flouring Mills radio offer to send a package of flour free to Europe for every box-top from Bisket-Mix sent in by listeners produced enough flour to make 150,000 loaves of bread.

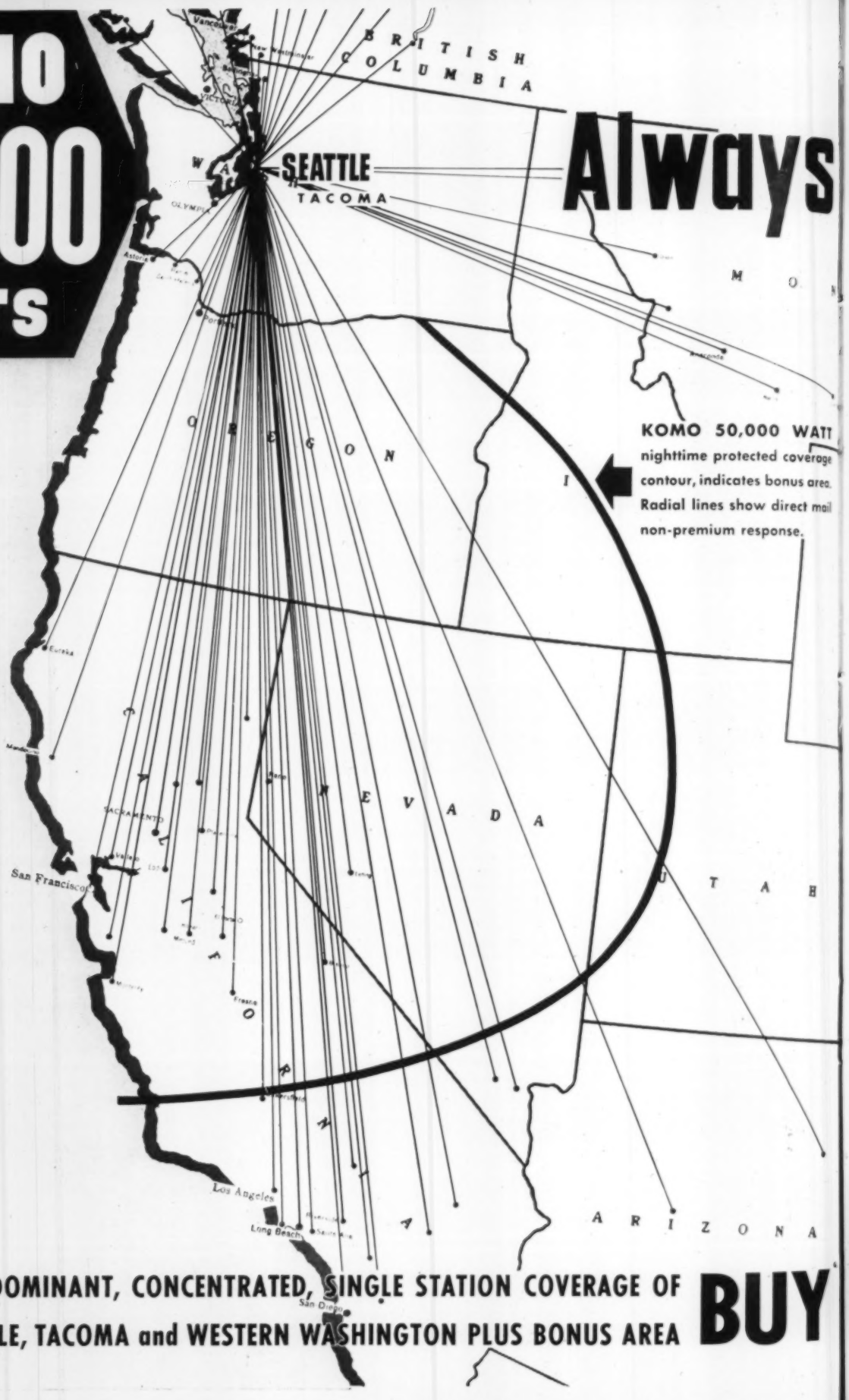
That happened last year, as did a successful early-morning radio campaign to unload thousands of flags just before July 4. A leading PNAA account is Washington State Fruit Commission, placing spots locally and nationally to sell fruit crops quickly as they ripen. Washington Cooperative Farmers Assn. buys New England radio on a year-round basis to sell Lynden Canning Kitchens products. Federal Old Line Life Insurance Co. has a transcribed choral series in Washington.

Romig C. Fuller and Associates is one of the few agency organizations on the Pacific Coast confining its activities exclusively to radio and television advertising. Accounts represented by the agency include some of the best in Seattle. Some of the city's largest advertisers, with advertising offices of their own, employ the agency to handle radio and television.

Mr. Fuller's thorough knowledge of the Seattle and western Washington market, together with his 20 years experience in selling by radio, is highly regarded by local broadcasters and advertisers alike.

Key personnel of the agency are all radio veterans. Mr. Fuller and his wife, Mary, act as spark *(Continued on Seattle-Tacoma 8)*

KOMO 50,000 WATTS



Always

FOR DOMINANT, CONCENTRATED, SINGLE STATION COVERAGE OF SEATTLE, TACOMA and WESTERN WASHINGTON PLUS BONUS AREA

BUY

FIRST Always BEST

HERE'S WHY -

FIRST *because*

KOMO serves the largest population of any Pacific Northwest station.

KOMO dominates Seattle, Tacoma and Western Washington—its primary merchandisable area!

KOMO nighttime protected coverage gives advertisers a larger bonus audience in four Pacific Coast states and Western Canada.

KOMO has the most modern RCA transmission equipment to take *full* advantage of its 50,000 watt operation with unsurpassed signal clarity.

KOMO provides the only complete studio facilities ...the world's finest.

KOMO is the *only* NBC station in Western Washington.

BEST *because*

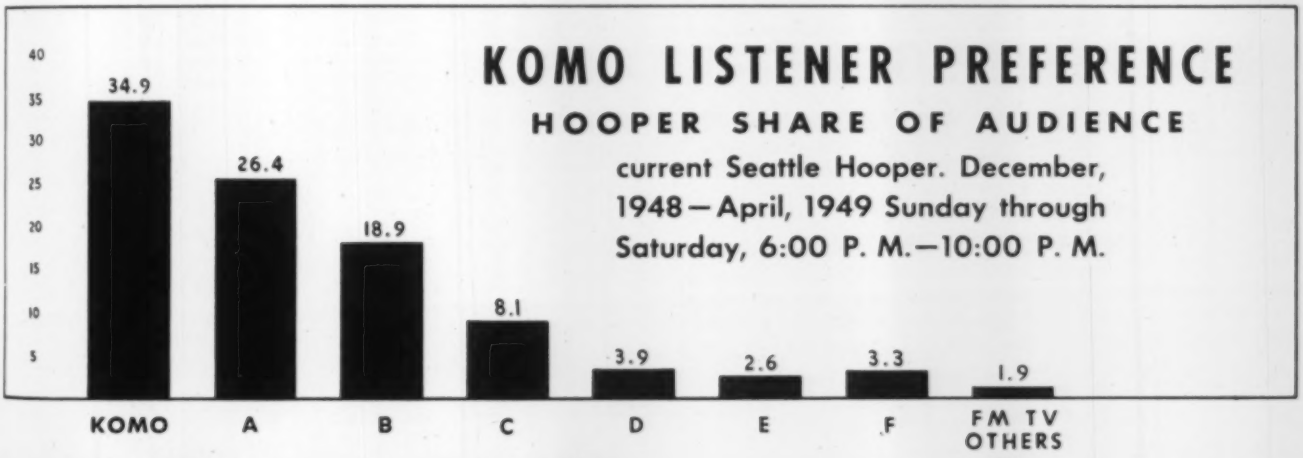
KOMO leads today as it has for 23 years.

KOMO consistently has maintained highest Hooper Ratings.

KOMO results are measured not only in direct sales but also in greater prestige.

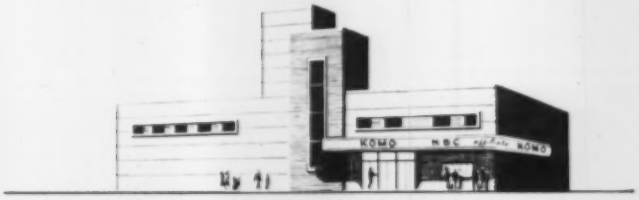
KOMO dominant influence extends to wholesalers and retailers as well as to listeners.

KOMO has continued increasingly successful under the same owner-management for 23 years.



KOMO

Represented Nationally by EDWARD PETRY & CO.



FISHER'S BLEND STATION, Inc.
SEATTLE, WASHINGTON

XUM

Seattle-Tacoma

(Continued from Seattle-Tacoma 5)

plugs for the entire organization. Mary Fuller is well grounded in radio, having started in the early days of KGW Portland in charge of the women's programs. She did daily broadcasts for the first U. of Oregon extension program on the air. She later brought her highly original show *Mary's Friendly Garden* to NBC-KOMO Seattle and from there stepped to a CBS network program originating in Hollywood. She currently directs program activities for the agency. Cecil Pattee, traffic manager, has a background of practical selling and finance. Alexander Hull, associate writer, has been nationally recognized for his short stories.

MacWilkins, Cole & Weber Accounts Heavy Radio Users

Seven of the accounts of Mac Wilkins, Cole & Weber put 25% or more of their budgets into radio. The agency has offices in Seattle and Portland, Ore. A. E. Cole is president and W. H. Sandiford is account executive and radio supervisor for the whole agency. Working with Mr. Sandiford are Robert Woolson, Seattle radio director, and Jack Sugg, account executive and radio director for Portland.

The agency has an unusual radio policy. It first recommends against the medium. Then if the facts point toward use of radio, the agency goes all out to use it constructively and profitably. Mr. Sandiford points to the history of one client, Pacific Food Products (Sunny Jim) as an example of the policy. When the agency first acquired the account, use of radio was opposed because the budget was not adequate to do a consistent job.

In March of last year the client was advised to test radio via an ABC cooperative in Seattle, where its distribution is heavy. Objective is to establish the Sunny Jim label on a par with nationally advertised products. If it works out, radio may be extended. At the moment radio gets 70% of the sponsor's budget.

Fahey-Brockman, largest men's clothing store in the Northwest, puts half its budget in radio. Yellow Cab Co., another Mac Wilkins account, has used radio exclusively since last November to promote its late-night cab service. West Coast Airlines, feeder line, uses spots in Seattle and Portland, supplemented by spots in 20 cities along its route. Other Mac Wilkins radio accounts include Ben Tipp, jewelers; Buchan Baking Co., and Seattle Transit System.

Mr. Sandiford contends radio keeps the consumer consistently aware of a client's product, and has a cumulative effect surpassing that of other media. Those benefiting most from radio are those using it most consistently, he says.

Another active agency in the market is the Seattle branch of Honig-Cooper, with Warren E. Kraft as agency vice president and manager of its Seattle office, and Charlotte Smith as account executive and radio director. Largest radio account is Centennial Flouring Mills, spending a third of its budget in radio. The account is watching TV's development.

Brown & Haley Candy Co., of Tacoma concentrates on radio for its Almond Roca candy, and has vastly expanded its distribution by use of radio. Pioneer Sand & Gravel promotes home modernization by radio.

Lunke-Maudsley Has Largest Radio Account

Lunke-Maudsley & Assoc. handles the largest single radio account in the Northwest, Dr. L. R. Clark. The partnership was formed last year, when Craig G. Maudsley left Dancer-Fitzgerald-Sample in Hollywood to join James R. Lunke & Assoc. Other accounts include Troy, Empire and City Launderers and Dry Cleaners, Studebaker and Hudson dealers and a group of TV set distributors. The agency feels most advertisers under-spend when they use radio.

Condon Co., headquartering in Tacoma, is an active radio agency. Howard R. Smith, secretary-treasurer and account executive, says radio has done a fine job for the agency's clients. President of Condon is Roscoe A. Smith, no relation. Condon places *Cammarano Caravan*, a giveaway show, on five stations, using shortwave and recording techniques, for Cammarano Brothers, soft drink bottler. The program represents 70% of the account's budget, with cost spread among franchise houses cooperatively.

Tacoma Mortuary Among Condon Accounts

Other Condon clients include C. C. Mellinger Co., Tacoma mortuary, with an organ program; Maxwell Petroleum Co.; Tacoma City Light; Pacific First Federal Savings and Loan Assn.; Fuel Oil Service; Western Furnaces; Tacoma Transit Co., and Nalley's Inc. (mayonnaise only).

Robert S. Nichols Adv. Agency personally voices all his client's programs on the air. He estimates his clients have spent a half-million dollars in radio in the past decade. Main accounts are Bartell Drug Co., local chain, which has sponsored the five-weekly *Radio Parade* 11 years; Pantorium cleaner and laundry; Bonney-Watson, funeral parlor.

Other leading agencies which use radio for their clients in Seattle-Tacoma include: H. J. McGrath and Assoc. (principally furniture accounts, both manufacturing and retail); Hiddleston, Evans and Merrill (Frederick and Nelson department store, Smith-Gandy Ford agency and auto loans, Clark's Restaurant Enterprises); Strang and Prosser (Puget Sound Power and Light Co., Charles H. Lilly home garden and farm products, Dr. Roy Mellor advertising dentists); Wallace Mackay Agency (Binyon optometrists, Charles E. Sullivan florist, Western Motors Kaiser-Frazer distributors, Seattle City Light Co., Bardahl Oil Co.); Frederick E. Baker and Assoc. (Alaska Steamship Co., Riach Oldsmobile); and the Seattle office of Ruthrauff and Ryan (Interstate Brewery, Pictsweet).

Also Allied Adv. Agencies, Advertising Counselors Inc., Beaumont & Hohman Inc., Botsford, Constantine & Gardner, Bozell & Jacobs, Keene and Keene, Martin and Tuttle, Northwest Radio Adv. Co., Pearson and Morgan, Sharp Adv. Agency and J. Walter Thompson.

And, with headquarters in Tacoma, Butler Emmett, O'Connel Regan, and Robert Sconce.

Surveys of Other

MAJOR

Radio Markets

Are Underway

Watch For

- Detroit
- Richmond
- Buffalo
- And Others

J. ARCHIE MORTON
General Manager KJR

SAUL HAAS
President KIRO

VERNICE IRWIN
Pres., Gen. Mgr. KVI

LINCOLN W. MILLER
Exec. V.P. KXA

ROBERT E. PRIEBE
Station Manager KRSC

LEONARD H. HI
Station Manager KT

" No (sob) KJR "

KJR doesn't reach everybody!

But KJR *does* blanket the rich western Washington market, where 1,321,100 radio listeners enjoy one of the world's richest-per-capita incomes.

Best of all, KJR's 5000 watts at 950 kc. cover the *important* area that any 50,000 watts would reach (check your BMB).

And "the beauty of it is"—it costs YOU so much LESS!

Talk with AVERY-KNODEL, Inc., about KJR!

KJR

SEATTLE 5000 WATTS AT 950 kc.

A Marshall Field Station

for Western Washington... An Affiliate of the American Broadcasting Company

XUM

STATION HISTORIES

Background, of Seattle-Tacoma Outlets

KING KING-FM
2111 Smith Tower, Seattle
Main 1090
1090 kc 50 kw
94.9 mc 48 kw (CP)

FOUNDED in 1927 as KVL and later known successively as KEEN and KEVR, the station was sold in 1947 to King Broadcasting Co., its present owner. When call letters were changed to KING at that time, the royal motif was introduced into all promotion, as well as on such programs as *KING's Ballroom*, *KING's Kindergarten* and *KING Klock*.

First president and general manager of the KING organization were Mrs. Scott Bullitt and Henry B. Owen; they served until this spring, when Mr. Owen was elected president and Hugh M. Feltis, former BMB president, was appointed station manager. Station is affiliated with Pacific Northwest Broadcasters group on national sales.

KING Is State's First 50 kw Independent

Formerly 10 kw, KING a few months ago became the first 50 kw independent in the State of Washington. Its FM affiliate has been on the air since February 1948 and has a construction permit for 48 kw. Station also has a TV application before FCC. AM transmitter on Vashon-Maury Island. FM transmitter is on Smith Tower. Subject to FCC approval, KING has purchased the TV and FM operations of KRSC Seattle. In May, 1949, KING started all-night operations, becoming only station in the area to do so.

Self-styled "Sports Voice of the Northwest," the station's sportcaster, Leo Lassen, brings listeners professional baseball. Heaviest advertisers on KING are those who sponsor sports broadcasts: Associated Oil (intercollegiate football and basketball), Signal Oil and Hanson Baking (co-sponsors of pro baseball).

Program director is Dave Crockett, who before his appointment early this year operated his own radio production agency, with wife Marge McPherson. Station's phone number is the only one in Seattle to duplicate the dial setting.

KIRO KIRO-FM
Cobb Bldg., Seattle
Seneca 1500
710 kc 50 kw
100.7 mc 7 kw

KIRO is owned and operated by the Queen City Broadcasting Co., organized in 1927 by the late Moritz M. Thomsen, owner of the Pacific Coast Biscuit Co. for the purpose of operating a station with call letters KPCB. In 1935 the stock was purchased from the Thomsen family by the present owners, and the call letters were changed to KIRO. Present officers are Saul Haas, president; Louis K. Lear, chairman of the board; Harold N. Graves, vice president and secretary; Loren B. Stone, vice president and station manager. Mon C. Wallgren, former governor of Washington, is a minority stockholder.

At about the time ownership changed hands, FCC authorized increase in hours of operation from daytime only to fulltime, increase in power from 250 to 500 w, and operation on present frequency of 710 kc. During the first two years thereafter, KIRO was unaffiliated with any network, depending on records, transcriptions and local programs to build its audience. In 1936, power increase to 1 kw was authorized; in October 1937, KIRO became Seattle's CBS outlet, and on June 30, 1941, the station began operation with 50 kw—at that time the only station with such power north of San Francisco and Salt Lake City and west of Minneapolis.

Interim operation of FM affiliate duplicates AM programs. Application for TV channel is before FCC. Studios are in basement of Cobb Bldg. and transmitter is on Vashon Island. KIRO uses remote facilities—shortwave transmitter and tape-recorder—primarily for covering crew races, skiing on Mount Rainier and major local news events.

Sales Manager William F. Tucker, Program Director Kenneth Yeend and Chief Engineer James Hatfield have a long record of service with the station.

KJR
Skinner Bldg., Seattle
Elliott 5890
950 kc 5 kw

ESTABLISHED in 1923, KJR was bought by NBC and affiliated with the Gold (later Blue) network. Then, as the network relinquished ownership of its Blue-affiliated stations, KJR was sold to Fisher Flouring Mills, owner also of the Red network-affiliated KOMO. In 1946 KJR was purchased by Marshall Field. At about the same time it became the ABC basic station affiliate for Seattle, Tacoma and Puget Sound area.

Morton, Gerbel, Jordan Now Top Management

Top management now includes J. Archie Morton, general manager; Arthur Gerbel Jr., sales manager, and Maitland Jordan, national sales manager. Basic programming emphasis is on local news, local features and special events, developed under guidance of Roland Bradley, program director. With approximately 40% of the programs originating locally, KJR claims the highest proportion of local time among the area's network affiliates. Station's TV application has been filed with FCC.

In conjunction with the Community Chest and Council, KJR last year launched a 15-minute panel currently produced by U. of Washington to supplement ABC's *Child's World* drawing wide commendation. Its public service programming also includes the Sunday afternoon *God's Country*, featuring the Right Rev. Stephen F. Bayne Jr., Episcopal Bishop of Olympia Diocese, and *Police Dept. Reports*, a 15-minute weekly program.

KMO
914½ Broadway, Tacoma
Main 4144
1360 kc 5 kw

KMO's history dates from Aug. 25, 1926, when it went on the air with a power of 250 w on 250 meters. It is owned and operated by Carl E. Haymond, owner also of KIT Yakima and president of KITO San Bernardino, Calif., both ABC affiliates.

Early studios of KMO were divided between the Winthrop Hotel and Rhodes Department Store. Present studio space occupies most of the upper floor of the Keyes Bldg. in Tacoma.

Power Increases Mark Station's Development

Several power increases have marked the station's development. KMO had been licensed five years prior to its inaugural date in 1926, as a 10-watter. Then, in 1927, power was raised to 500 w, in 1937 to 1 kw, and in 1940 to 5 kw.

Affiliation with the Mutual-Don Lee Network came in 1937, and was relinquished in August 1946. Mr. Haymond points with pride to his Tacoma station as "the original Pacific Northwest news station," with emphasis on local news since 1936, when the station set up its own independent news bureau. The Tacoma Bureau of United Press is now located at KMO with UP staffers handling local news coverage for the eight quarter-hour newscasts daily.

Latest advancement of KMO was installation last fall of a new transmitter on the highway between Tacoma and Seattle. On June 3 KMO filed application for a Tacoma TV channel.

Jerry Geehan is station manager, Ted Knightlinger assistant manager, and Raymond T. McKenzie, sales manager. The station follows three types of block programming, with easy-to-listen music, continuing news coverage and heavy concentration on sports. *Uncle Wally's Health & Happiness Club*, for Federal Bakery, is called the oldest continuous commercial show in the Northwest (since August 1926).

KOL
Northern Life Tower, Seattle
Main 2312
1300 kc 5 kw

FOUNDED in 1922 and still owned by the Seattle Broadcasting Co. (Archie G. Taft Sr., president), KOL has at various times been the Seattle affiliate of CBS and Mutual, but is now independent. It has two studios in the Northern Life Tower, a downtown office building, and transmitter on Harbor Island.

Oliver A. Runchey is business manager, Archie G. Taft Jr., is commercial manager and Perry C. Lind is chief engineer. Principal program emphasis is on music, with disc jockeys running two and three hours at a stretch during the day. KOL's *Question Mint* is Seattle's only local quiz show permitting participation of both a telephone and a studio audience, the station reports.

Station says it was the first to work out a mutual promotion arrangement with the *Post-Intelligencer*, Seattle's morning daily.

KOMO KOMO-FM
100 Fourth Ave. North, Seattle
Seneca 6000
1000 kc 50 kw
98.9 mc 14.4 kw

IN THE fall of 1926, O. D. Fisher, president of Fisher Flouring Mills, organized several Seattle businessmen and potential radio sponsors into a group known as Totem Broadcasters Inc., and on Dec. 31 of that year he and his colleagues had KOMO officially on the air, with 1 kw on 920 kc.

Station Ownership Has Remained Same Since 1926

Ownership of the station has remained the same since then, and KOMO is still "Fisher's Blend Station Inc." The location of the studios has change twice—from the Cobb Bldg. to the Skinner Bldg. in 1933, and last year to the new structure on the Denny Regrade. Several shifts also took place in the assigned wavelength and KOMO has been at 1000 kc since May 1941.

In its first year of operation, owing to the backing of the 14 sponsors, KOMO says it was on the air more hours with live talent shows than any other U. S. station. The station's NBC affiliation dates back to April 5, 1927. Power was increased to 5 kw in 1936, and to 50 kw in 1948 when station's new plant was opened.

KOMO now duplicates all its AM programs on FM during the 18-hour broadcasting day. The studios and the 492-foot FM tower can be adapted to television if the station's application is approved.

O. W. Fisher, electrical engineer, is president and general manager of KOMO. Other executive per-

sonnel includes R. D. McCornack, assistant to the president; Ray Baker, commercial manager; W. W. Warren, program manager, and Richard E. Green, manager of national sales and sales service. The station is said to be the only one in the Northwest with its own home economist. Its new building also houses Pacific Northwest headquarters of United Press.

KTW
Seventh Ave. and Spring St., Seattle
Main 2056 and Seneca 0644
1250 kc 1 kw

OLDEST station in the Pacific Northwest is KTW, founded in 1920. Owned by the First Presbyterian Church of Seattle (Dr. F. Paul McConkey, pastor), KTW operates part-time, sharing its frequency with KWSC Pullman. Schedule provides broadcasting time from 7:30-11 p.m. Sundays and 7:30-10:30 p.m. Thursdays and all legal holidays.

Programming Emphasis Is Exclusively Religious

Programming emphasis is exclusively religious. While the station is non-commercial, some of the religious programs it carries are sponsored. Staff includes James S. Ross, manager and chief engineer, Robert Stuart Vogt, program director, and three licensed engineers.

KRSC KRSC-FM KRSC-TV
2939 Fourth Ave. South, Seattle
Elliott 2480
1150 kc 1 kw
98.1 mc 15 kw
Channel 5 (TV) 22.5 kw

IN 23 YEARS, KRSC has grown from a 50 w broadcasting station located in a garage on Lake Washington into a 1 kw operation, with FM and TV affiliates. Established in November 1926 by Palmer K. Leberman, who is still president of Radio Sales Corp., the KRSC licensee, the station moved headquarters several times in ensuing years: To the Henry Bldg. in 1927; to the Spring Apartment Hotel in 1929; to the penthouse of the Washington Athletic Club two years later, then to 819 Fairview Place, and finally to the present location.

Robert E. Priebe, station general manager, joined Mr. Leberman during the first year of operation. Other executives who have been with the station from its early days are George A. Freeman, chief engineer, and Ted Bell, program manager. Al P. Hunter is sales manager. Personnel has virtually tripled since September 1948. An important newcomer is television producer-director, Lee Schulman.

In KRSC's early days, the station built its audience with "lots of music at all hours," and the oldest consecutive broadcast in Seattle—the *Frederick and Nelson Concert Hour*—is still running on KRSC. Since the fall of 1935, the station also has offered exclusive radio coverage of high-school football games, as well as broadcasts of other school and professional sports events.

The station was first in Seattle with FM, Feb. 1, 1947, and TV, Nov. 25, 1948. KRSC-TV is still the only video outlet in Washington, and carries programs of NBC-TV, CBS-TV, ABC-TV and DuMont Network.

KTNT (FM)
1701 South Eleventh, Tacoma
Market 7181
97.3 mc 10 kw

NEWEST commercial station in the area, KTNT went on the air Oct, 26, 1948, when there were an estimated 12,000 FM receivers in the primary coverage area excluding Seattle. The area's FM circulation is estimated at 40,000 sets. Owned by *Tacoma News Tribune*, the station introduced Transit Radio to the area, via vehicles of the Tacoma Transit Co., Feb. 15, 1949.

Station manager is Leonard H. Higgins; assistant manager and chief engineer is Max H. Bice.

In addition to routine Transit Radio programming, KTNT carries a variety of local live shows in the evening, including commentaries, sports, discussion panels and music from local schools.

KTBI
Center at Pine, Tacoma
Broadway 2241
810 kc 1 kw-D

ONE OF the last stations to be licensed by FCC before the war, KTBI was established by a group of local businessmen under the corporate name Tacoma Broadcasters Inc., in 1941. H. J. Quilliam, president of Muzak in Seattle, bought the station in 1945 and moved in as president in the spring of 1946, when the station was shifted from 1490 kw 250 w fulltime to the present daytime assignments.

Facilities Built for TV; Application Filed

KTBI moved to its present location in the north end of the city in 1947. The facilities were built with television in mind, and a TV application has been filed.

The station's schedule runs slightly ahead of the clock, so that KTBI is airing music while other stations in the area are giving station breaks. Station specializes in vertical cut transcriptions, using both World and Associated services.

In addition to "Tubby" Quilliam, Ed Lovelace as general manager, KTBI executives include King Mitchell as commercial manager, Ann Bennfield as program director and Walt Eddy as chief engineer.

KVI
Camlin Hotel, Seattle
Seneca 4848
Rust Bldg., Tacoma
Broadway 4211
570 kc 5 kw

ESTABLISHED in Tacoma in 1928 by E. M. Doernbecker and a group of associates KVI has maintained studios in Seattle for ten of the past 21 years. An application to designate the main studios as Seattle was approved by FCC effective March 30, 1949, although studios will be maintained in both cities.

Mrs. Laura M. Doernbecher, widow of the founder, is present owner, and her daughter, Mrs. Vernice Irwin, is station president and general manager. When Mrs. Irwin took over in 1937, she was one of the few women station managers west of the Mississippi. Earl T. Irwin is commercial manager.

Established as an independent station, KVI became the Tacoma outlet for CBS in 1932, reverted to independent status in 1941, and gained its present affiliation with Mutual for Seattle and Tacoma in 1946.

Most of the local advertising accounts come from Seattle. Best result getter is said to be *Sunrise Club*, with Harry Long as m. c. The program dates to the beginning of the station.

KXA
312 Bigelow Bldg., Seattle
Seneca 1000
770 kc 1 kw

KXA was established in 1926 on 570 kc. Owner of the station is KXA Inc., with Wesley I. Dumm as president and other stockholders of KSFO San Francisco among the directors. Lincoln W. Miller, executive vice president, came to the station early in 1948, after several years with KXOA Sacramento and the U. S. State Dept.

Since inception, KXA's program policy has been to emphasize music and news, and it is still the only station in Seattle to provide a five-minute news summary every hour throughout the broadcast day. Four of these newscasts have been expanded to quarter hours daily to utilize the talents of veteran Seattle newscaster Dick Keplinger, who broadcasts from a special studio at his home. Station goes off the air at local sunset time, coming back on at 10 p.m. and broadcasting until 2:45 a.m., the latest time of any station in Seattle.

Robert Kilpatrick is local sales manager. One of the station's chief selling arguments is its place on the dial, which is "in the area where 89% of Seattle listens." Reason is that KXA is the only Seattle independent located between the local network outlets. Other executives include Ben Harkins, program director, and John Dubuque, chief engineer.

THE PEOPLE WHO BUY...
HEAR KVI SEATTLE

With its 5000 watts on 570 kilocycles—KVI blankets the richest part of the Washington market with a strong signal that **sells merchandise.**

NOW with main studios in Seattle's Camlin Hotel, KVI continues to maintain studios in Tacoma, giving **plus service** to its listeners and to its advertisers. On its favorable low frequency—KVI is heard far south into Oregon and north into Canada . . . bringing popular local and network programs to thousands of Pacific Northwest radio homes. No wonder so many timebuyers find: the BUY is KVI!

MORE PULLING POWER PER KILOWATT

KVI is proud of the responsiveness of its audience. Test after test has shown KVI gets more returns per dollar spent . . . has more pulling power per kilowatt. Ask your Hollingbery representative for proof.

KVI

DON LEE MUTUAL
SEATTLE • TACOMA and PUGET SOUND AREA

National Representative: George P. Hollingbery Co.

QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . BROADCASTING reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

Radio Advertisers (National and Regional) . .	2,904
Advertising Agencies (National and Regional)	2,305
Station and Network Personnel	5,695
Representatives and Services	759
Others	3,775
TOTAL	15,438

QUESTION: Do you find, from impartial sources of information (linage figures, for instance), that BROADCASTING is considered the finest advertising buy in the field?

ANSWER: We certainly do.

LEADERSHIP MEANS READERSHIP

BROADCASTING

TELECASTING

NETWORK BOXSCORE

Number of commercials on the four nationwide networks, May 31 269
Number of network commercials starting during June 8
Number of network commercials ending during June 28
Number of commercials on the four nationwide networks, June 30 249

June Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Sterling Drug Inc.	My True Story	ABC	Tues. & Thurs. 10-10:25 a.m.	Dancer-Fitzgerald-Sample
Voice of Prophecy	The Voice of Prophecy	ABC	Sun. 9:30-10 a.m.	Western Adv. Agency
American Bakeries	Lone Ranger	ABC	Mon., Wed., Fri. 7:30-8 p.m.	Tucker, Wayne
Gospel Broadcasting Assn.	Old Fashioned Revival Hour	ABC	Sun. 8-9 p.m.	R. H. Alber Co.
Miller Brewing Co.	Lawrence Welk Show	ABC	Wed. 9:30-10 p.m.	Klau-Van Pietersom-Dulap Assoc.
U. S. Steel Corp.	NBC Symphony	NBC	Sun. 8:30-9:30 p.m.	BBDO
General Mills	Sam Hayes, Night Reporter	NBC	Tues., Thurs., Sat., Sun. 10-10:15 p.m.	Knox-Reeves
Greystone Press	Mr. Fix-It	MBS	Sun. 5:30-5:45 p.m.	H. B. Humphrey

June Deletions

Gillette Safety Razor Co.	Cavalcade of Sports	ABC	Fri. 10 p.m. to Concl.	Maxon Inc.
Goodyear Tire & Rubber Co.	Greatest Story Ever Told	ABC	Sun. 6:30-7 p.m.	Kudner Adv.
Libby, McNeill & Libby	My True Story	ABC	Tues., Thurs. 10-10:25 a.m.	J. Walter Thompson
Kelvinator	Human Side of News	ABC	Mon.-Fri. 7-7:05 p.m.	Geyer, Newell & Ganger
Philco Corp.	Bing Crosby	ABC	Wed. 10-10:30 p.m.	Hutchins Adv.
Quaker Oats	Talk Your Way Out of It	ABC	Mon., Wed., Fri. 3-3:30 p.m.	C. J. LaRoche
Quaker Oats	Challenge of Yukon	ABC	Mon., Wed., Fri. 5-5:30 p.m.	Sherman & Marquette
Westinghouse Electric Corp.	Ted Malone	ABC	Mon.-Fri. 11:30-11:45 a.m.	McCann-Erickson
Derby Foods	Sky King	ABC	Tues., Thurs., and on alternate weeks, Mon., Wed., Fri. 5-5:30 p.m.	Needham, Louis & Brorby
General Mills	Jack Armstrong	ABC	(alternates with Sky King)	Knox-Reeves
Texas Co.	Milton Berle	ABC	Wed. 9-9:30 p.m.	Kudner Adv.
U. S. Steel Corp.	Theatre Guild on the Air	ABC	Sun. 9:30-10:30 p.m.	BBDO
D. L. & W. Coal Co.	The Shadow	MBS	Sun. 5-5:30 p.m.	Ruthrauff & Ryan
Fram Corp.	Sports Thrill	MBS	Sat. 9:55-10 p.m.	VanSant & Dugdale
Trimount Clothes	Sherlock Holmes	MBS	Mon. 8:30-8:55 p.m.	William Weintraub
Cudahy Packing Wander Co.	Nick Carter Capt. Midnight	MBS MBS	Sun. 6:30-7 p.m. Mon.-Fri. 5:30-5:45 p.m.	Grant Adv. Hill-Blackett
Carter Co.	Jimmy Fidler	MBS	Sun. 9:30-9:45 p.m.	Sullivan, Stauffer, Colwell & Bayles
Serutan	Gabriel Heatter	MBS	Tues., Thurs. 7:30-7:45 p.m.	Durstine
Colgate-Palmolive-Peet	Blondie	NBC	Wed. 8-8:30 p.m.	William Esty
Ford Motor Co.	Fred Allen	NBC	Sun. 8-8:30 p.m.	J. Walter Thompson
R. J. Reynolds	Screen Guild	NBC	Thurs. 10-10:30 p.m.	William Esty
Western Auto Supply	Circle Arrow	NBC	Sun. 10:30-11 a.m.	Bruce B. Brewer
Coca Cola	Morton Downey	NBC	Tues., Thurs., Sat. 11:15-11:30 p.m.	D'Arcy Adv.
Coca Cola	Spike Jones	CBS	Sat. 7-7:30 p.m.	D'Arcy Adv.
General Foods	Gang Busters	CBS	Sat. 9-9:30 p.m.	Young & Rubicam
General Motors (Frigidaire)	Lum 'n' Abner	CBS	Sun. 8:30-9 p.m.	Foote, Cone & Belding
Hall Bros.	Hallmark Playhouse	CBS	Thurs. 10-10:30 p.m.	Foote, Cone & Belding

June One-Timers

Gillette Safety Razor Co.	Belmont Stakes	CBS	Sat., June 12, 430-5 p.m.	Maxon Inc.

BUSSES USE AM

WLRP Installs 6-Tube Sets

WLRP New Albany, Ind., 1 kw daytimer on 1570 kc, has started installing AM receivers in all city busses and in busses running from New Albany to Jeffersonville, Ind., and Louisville. Roy L. Hickox, WLRP president-general manager, said the six-tube sets using 12-volt power are tuned to WLRP's frequency. Two speakers are used in each bus, in front and rear.

Frozen frequency sets are being installed in the bus stations also, Mr. Hickox said.

Passenger-listeners represent a "bonus" without increase in rates, WLRP is telling prospective advertisers.

J. R. Barr, president of the transit system in New Albany, said the public has been quick to approve the bus radios. He considers inauguration of the plan an outstanding public service, WLRP reports.

Spot Radio Handbook

PUBLICATION of a spot radio handbook has been announced by Standard Rate & Data Service Inc., Chicago, Ill. The 64-page handbook, a report and interpretation of spot time buying habits and practices, is designed as a contribution to a clearer understanding and identification of various means used by radio stations to promote spot time sales. Included are interviews with advertising and sales executives, agency heads, account executives, media directors and timebuyers who use spot radio as to their selection of stations, and sources of buying information.

Commercial

HENRY FLYNN, former manager of CBS Radio Sales in Los Angeles, will move to New York as account executive Aug. 15. Mr. Flynn has been associated with CBS Hollywood in various capacities since 1936, except for five years wartime service with the Navy.

Mr. Flynn

RICHARD O'DONNEL has been named local sales manager of KSJO and KSJO-FM San Jose, Calif.

EDMUND PILLA, formerly with WEEI Boston and now deleted WORL Boston, has joined sales staff of WCOP same city.

GUY WADSWORTH, formerly with sales staff of WONE Dayton, Ohio, has been appointed sales representative of WLWD (TV) same city.

ROBERT ROHRS, formerly of sales staff of Dayton Rubber Co., Dayton, Ohio, has joined WPAT Paterson, N. J., in same capacity.

AAAA CHAPTERS

Two New Groups Added

ADDITION of two chapters to the American Assn. of Advertising Agencies has been announced by the group. There are now 13 local AAAA units.

Reactivating a chapter inactive since 1942, a Rocky Mountain group has been formed in Denver. Following are the new chapter's elected officers: Chairman, Cecil R. Conner, Conner Advertising Agency Inc.; vice chairman, Harold Walter Clark of Harold Walter Clark Inc.; secretary-treasurer, Carl A. Salstrand of Ball & Davidson Inc.

Member agencies have formed a Spokane chapter with the following as officers: Chairman, Charles R. Devine, Syverson-Kelley Inc.; vice chairman, J. Walter McLean, Tomowske Advertising Agency Inc.; secretary-treasurer, Vernon L. Carey, Pacific National Advertising Agency. The Spokane group is an outgrowth of the Washington (State) Chapter, which has changed its name to the Puget Sound Chapter.

IBEW-UN Contract

INTERNATIONAL Brotherhood of Electrical Workers, Local 1212, has announced signing a two-year contract with the United Nations for 48 broadcast and recording engineers in New York, winning a $3.00 weekly increase. Under the new scale, engineers will start at $70 and go to $120 weekly after three years. However, a year from now, men who now have three years' experience will have a top minimum of $125. Supervisors are to get $150.

IT'S ONLY A FEW BILLION DOLLARS ...but WILL YOU GET YOUR SHARE?

$2,995,897,000.00 1948 Retail Sales* in WOW-LAND counties (BMB).

All authorities agree this year's retail sales may be slightly lower . . . BUT . . . they also say . .

26% of 1949 retail sales will be made in the third quarter;

28% of 1949 retail sales will be made in the fourth quarter.

So-o-o the Best is yet to come!

Get YOUR share of the . . .

22% Spent in food stores;

40% Spent in general merchandise stores—inc. apparel and furniture;

38% Spent in other retail outlets.

You WILL get *Your* share if you use the advertising facilities of Radio WOW—the ONLY single advertising medium that covers the vast territory within 150 miles of Omaha in every direction.

For availabilities see your John Blair man, or telephone Omaha, Webster 3400.

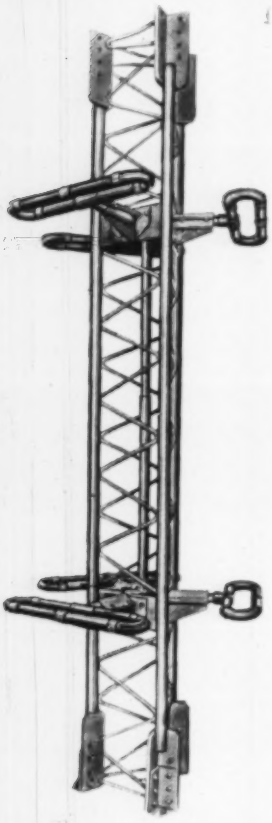
* (Based on SALES MANAGEMENT'S figures—May 10, Survey of Buying Power—except for Iowa which is based on state sales tax receipts.)

RADIO WOW, Inc. OMAHA
5000 WATTS • 590 KC
JOHN J. GILLIN, JR., PRESIDENT
JOHN BLAIR, REPRESENTATIVE

XUM

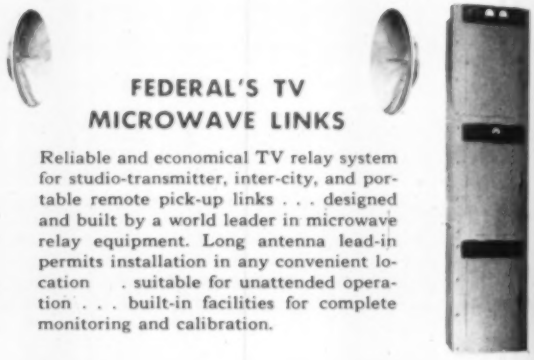
OUT OF Federal

Federal's line of TV associated equipment – quality companions to the outstanding new Federal transmitter – includes such items as–



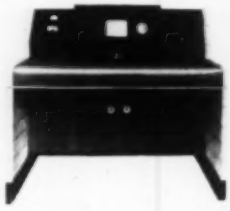
FEDERAL'S TRIANGULAR LOOP LOW-COST, HIGH-GAIN TV TRANSMITTING ANTENNA

Highest gain in the field results in greatly reduced initial investment cost and substantial savings in day-to-day operation. Stackable in bays of two elements each. Four bays gives gain of 8.3. Cost-reducing, efficiency-increasing features include single transmission line feed, factory pretuning, simple design and construction.



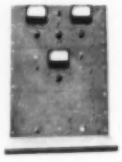
FEDERAL'S TV MICROWAVE LINKS

Reliable and economical TV relay system for studio-transmitter, inter-city, and portable remote pick-up links . . . designed and built by a world leader in microwave relay equipment. Long antenna lead-in permits installation in any convenient location . . . suitable for unattended operation . . . built-in facilities for complete monitoring and calibration.



FEDERAL'S TV TRANSMITTER MONITORING AND CONTROL CONSOLE

Complete facilities for checking the characteristics of aural and picture signals at each stage from microphone or video input to the RF output . . . all in one compact, convenient unit. No external equipment required.



FEDERAL'S TV MONITOR

Backed by more than a year's highly successful operation in TV stations. Self-contained facilities for precision testing and checking of aural and picture signals. Features internal calibration, pre-tuned to station frequency, optional "flash" overmodulation indicator.

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. — a unit of I T & T's world-wide research and engineering organization

Federal

COMES A GREAT NEW TV TRANSMITTER

Mid-Level Modulated . . . Entirely Air Cooled

Final, air-cooled power stage in Federal's new TV Transmitter.

- **MID-LEVEL MODULATION** *. . . for overall simplicity*
- **COMPLETE AIR COOLING** *. . . for efficiency and economy*
- **ALL PROVEN STANDARD TUBES** *. . . for reliability*
- **CONSERVATIVE COMPONENT RATING** *. . . for long service life*
- **COMPLETE FLEXIBILITY** *. . . for simple layout*

A major advance in television transmitter design —sets new standards of simplicity and economy

Here's Tomorrow's Television Transmitter Today!

The finest in TV operation—maximum performance, economy and reliability—now is yours with Federal's new 5 KW Transmitter for high band and low band service.

Federal's exclusive Mid-Level Modulation combines the simplicity of high level modulation with the economy of low level modulation. This ingenious balanced design permits the use of standard, less expensive air-cooled tubes in every stage . . . fewer, non-critical tuned circuits.

The lack of complex and expensive cooling systems . . . the assurance of long service life through conservative rating of components . . . the flexibility of layout arrangement—the six bays may be arranged in straight line, "U" or "L" shape. These and other important advantages are provided by this latest addition to the Federal line of quality broadcast equipment. For details on Federal TV, write to Department B-909.

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

FEDERAL TELEPHONE & RADIO — FTR

An IT&T Associate

News

LOCKWOOD DOTY, former news director at WCON Atlanta, Ga., has joined NBC news staff in New York.

CHET RANDOLPH has been named farm director for KGLO Mason City, Iowa. **BILL MARSHALL** has joined KGLO as newscaster. Prior to his graduation from U. of Iowa, Mr. Marshall was given special award for outstanding radio news work while on staff of WSUI, U. of Iowa station.

AUSTIN GRANT, former farm editor for WWJ Detroit and newscaster for WXYZ same city, has been appointed farm editor for CKLW Windsor, Ont.

FRED WHITING leaves NBC Chicago, where he is news editor, to accept teaching position next fall on Medill School of Journalism staff at Northwestern U., Evanston, Ill.

BUD GUEST, WJR Detroit's reporter-at-large, has received Distinguished Achievement Award from Thomas A. Edison Post No. 187, American Legion, Detroit.

NBC Consolidation

CONSOLIDATING its art activities, NBC has transferred the graphic division of its research department to the advertising and promotion department, to function under Art Director Allen Hurlburt.

Mr. James Luce
J. Walter Thompson Co., Inc.
New York City

Dear Jim:

These fellers here at WCHS is still abraggin' 'bout what th' Hooper folks found out, an' I reckon they's got good reason ter do it. One thin' I noticed wuz thet WCHS not only has th' top rankin' CBS network programs, but they's got th' biggest local shows, too! Th' highest rankin' local broadcast is our Ernie Saunders' sports program which has mor'n four times as many lisseners as any other sportscaster in town, an th' next wuz Teen Talent Time a high school talent search which wuz emceed by Ernie! Hit all goes ter show thet WCHS don't do nothin' half way! Jest tho't you fellers ud like ter know thet!

Yrs.
Alby

WCHS

Charleston, W. Va.

RADIO NEWS

Should Produce Revenue For Station—Stringer

NEWS departments of broadcast stations should be revenue producers rather than cost items, Arthur C. Stringer, NAB staff director, told the Kent State U. Radio News Conference at a clinic held by the university on the Ohio school's campus.

Best news departments are found in stations where the news is well sponsored, Mr. Stringer observed in his address opening the clinic. He proposed that stations employ the best possible newsmen and that salesmen be trained in what they are selling when they contact prospective news sponsors.

Heads of news staffs should work closely with top management, according to Mr. Stringer, and utilize their knowledge of the business side in working with salesmen. With the benefit of added revenue, news departments can be staffed to do a better news job, he said.

The Kent conference was sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB. Fifty-one persons registered for the June 25 meeting, including station news editors, program directors and advertising agency officials.

Addressing the banquet at the end of the day, Douglas Edwards, CBS TV newscaster, said spread of cable and microwave facilities will bring expanded video news coverage with station switching around the nation just as broadcast news programs are doing. He said TV newsmen must learn to smile easily and sincerely at the camera, and watch associations outside the studio because the public learns to know faces as well as voices.

Robert T. Mason, general manager of WMRN Marion, Ohio, urged newsmen to make their broadcasts as local as practicable. This involves more work but pays off in the end, he said.

Charles Day, WGAR Cleveland, president of the Ohio association, suggested stations liven their newscasts with more individual effort, utilizing present facilities without additional expense. Throw out wire service material of no interest to the station's area, he urged, replacing it with good local news based on individual solicitation, writing and editing.

William Crooks, WFMJ Youngstown, recommended that stations affiliated with newspapers keep a staff man at the newspaper's city desk to select suitable broadcast items. He said circulation figures show radio has not cut down newspaper readership.

Floyd Weidman, WEWS (TV) Cleveland, presented a 10-minute film on production of local TV newsreels. Director of the Kent conference was Robert French, WVKO Columbus, with Carleton Smyth, of the university, as executive secretary. Toastmaster at the banquet was Eugene Car, radio director of the Brush-Moore interests.

NEWS WRITING

All Media Examined

NEWSMEN AT WORK: By Laurence R. Campbell and Roland E. Wolseley. Boston: Houghton Mifflin Co. pp. 560. $4.75.

THE AUTHORS of *Newsmen at Work* point out in the preface that this analysis of news gathering and news writing, said to be the first to examine at length other news media besides the newspapers, is intended for those who want to gather and write news for any medium of mass communication.

Radio, news magazines, house organs, business papers, syndicates and wire services are discussed. In many instances there are parallel examples to show how similar stories are handled by the various media. Double-column pages permit realistic presentation of examples.

NBC, CBS and several radio personalities are among those to whom the authors give special acknowledgment for assistance in gathering background information, photographs and other relevant material. The radio personalities included in the acknowledgments are: Arthur Stringer, NAB; Charles Worcester, WMT Cedar Rapids, Iowa, former president of the National Assn. of Radio Farm Directors; Herb Plambeck, WHO Des Moines farm service director; Arthur C. Page, WLS Chicago farm program director; John T. Craig, KUGN Eugene, Ore., news editor; Robert F. Doubleday, director of WSYR Syracuse agriculture department, and Dana D. Reynolds of the Dept. of Agriculture's radio service.

WKRT to Fulltime

WKRT Cortland, N. Y., licensed to Cortland Broadcasting Co., June 26 began fulltime operation, and simultaneously added staff personnel in line with increased programming. Gerald Mayer, WKRT president, announced the addition of Ed Glacken, former sportscaster at Syracuse U. outlet, as news chief, and Bob Michel, formerly with WVAM Altoona, Pa., as chief announcer. WKRT and WKRT-FM have been on the air since November 1947.

GLOBE TROTTER

KGW's Moorad on World Tour

GEORGE MOORAD, news commentator for KGW Portland, Ore., left Portland early last month for the Dutch East Indies where, as a guest of the Dutch government, he will investigate operations of the new republican government in the islands. For years a correspondent in Moscow, Mr. Moorad also is author of *Behind the Iron Curtain*.

As official NBC representative on the six-weeks trip, which will encircle the globe, Mr. Moorad is shortwaving commentaries to NBC

Mr. Moorad points out the route of his world trip.

* * *

in New York; sending recorded comments to KGW for release to Portland area listeners, and writing a series of articles for the Portland *Oregonian*. He is one of a party of 12 radio commentators and newspaper representatives making the trip.

After a tour through Europe and the Middle East, Mr. Moorad expects to spend about three weeks in Batavia, Soerabaja and Bandoeng. He was a correspondent in the Malay Straits region for 10 years. The KGW commentator's latest book, *Lost Peace in China*, will be published July 18 by E. P. Dutton, according to a KGW report.

KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE
SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

NBC AFFILIATE

Programs

FISHERMAN in Milwaukee area are getting angling know-how along with prizes on WISN Milwaukee's *Sportingly Yours*. Listeners are told where and when fishing will be good, and $100 in fishing equipment is offered nightly for best hints on how to catch elusive trout or bass. Guest fishermen appear on show which includes all-sports roundup. Program is sponsored by Milwaukee Coal Heating Service, Ryan Nash Inc., and Earl Dewey's Sport Center, all Milwaukee.

Gentlemen Chefs

MASCULINE TOUCH to cooking was brought to KNBC San Francisco's *Woman's Magazine of the Air* recently. Program featured four prominent male citizens who gave housewives recipes for such delicacies as Boula Boula soup and apricot Romanian jam. The men delight in cooking and had formulated their own recipes.

Recreation Programs

SUMMER recreational activities offered at playgrounds are shown to WTMJ-TV Milwaukee, television audiences in series of public service programs presented in cooperation with city's recreational department. Demonstrations of activities being carried on at playgrounds are given live and on film. Also presented are quiet games, competitive stunts and nature studies for children at home. Additional programs are being prepared in event of any reoccurrence of prolonged polio quarantine. These programs, if aired, will cover special set of quiet games and play at home.

'On the Spot' News

WEEKLY NEWS review on NBC, which started July 3, features records by people who make news, recorded on the spot. Program, called *Voices and Events*, also includes commentary by leading news men in this country and overseas reporters. Special NBC staff has been set up in New York to handle details of program.

Aid to Housewives

BUTCHERS, grocers and vegetable men unite to give tips on saving food costs on *Report to Mrs. America* over KFI-TV Los Angeles. At future date nutrition values and balanced meals also will be demonstrated.

Racehorse on TV

LIVE RACEHORSE named 'Transmitter" was star of unusual program on WHIO-TV Dayton, Ohio. "Transmitter," a harness racer, was rigged and hitched as if ready to go to post by his trainer in TV demonstration of harness racing. Also indicated on program, were training methods and differences between breeds in racehorses.

Help Wanted

IN ATTEMPT to bring jobs and jobseekers together and increase employment, WDRC Hartford, Conn., has started *This Is Hartford* program. Anyone who has job to offer in Connecticut is asked to write WDRC outlining specifications of position. Each morning these specifications are read, but name of employer is withheld. Only number is used to identify particular job. Interested listeners telephone station, ask for job by number, and are given name of employer to call. Both full and part-time jobs from factory to housework are listed.

Fabulous Commercial

HALF-MILLION dollar live commercial, utilizing display of precious stones and jewelry, was featured on one-time program on WLWD (TV) Dayton, Ohio. Show was sponsored by Jack M. Werst, Dayton jeweler and second largest diamond merchant in country. Mr. Werst displayed original Diamond Jim Brady stick pin and $75,000 black Styx diamond and many other noted gems. He also described tests on how to tell real diamonds from imitations.

'Pick a Hit'

STUDIO AUDIENCES ballot on six new record releases weekly aired on *Pick a Hit* over KWK St. Louis. In that way listeners can hear recordings of newest popular songs as soon as they are pressed, as well as trying to forecast which will lead popularity parade. Chosen selections are kept on file to check accuracy of audience's predictions.

Wanted Persons

LESS DIFFICULTY in locating persons wanted by the law is expected through new *Reports on Wanted Persons* program started on KLAC-TV Los Angeles. Public service program, offered in cooperation with FBI and Los Angeles Sheriff's Dept., presents pictures and descriptions of people sought by law.

'Science Circus'

FOLLOWING trend toward programs with both educational and entertainment value, ABC-TV Chicago is airing video sustainer, *Science Circus*. Program features "Chief Scientist" Bob Brown who gives "humorous but factual demonstration of scientific phenomena." Show is aired Mon. 7:30-8 p.m.

'Ticker Tunes'

GENUINE Western Union ticker installed in WIMA Lima, Ohio, studios keeps Disc Jockey Charlie Grady busy answering requests on *Ticker Tunes*. Listeners telegraph for tunes in such great numbers that ticker must be turned off long before program is over, station reports.

Short Tempts Buyers

DIFFERENT film short is run each day on WHEN (TV) Syracuse, N. Y. Designed to repeat continuously in such fashion that projector may be left practically unattended, film shows shots of major news events, sports attractions and other exciting events at which television owners have front row seats. Main purpose of program is to aid dealers in selling sets.

WPTR STAFFERS

Asch Refutes Gonella Charge

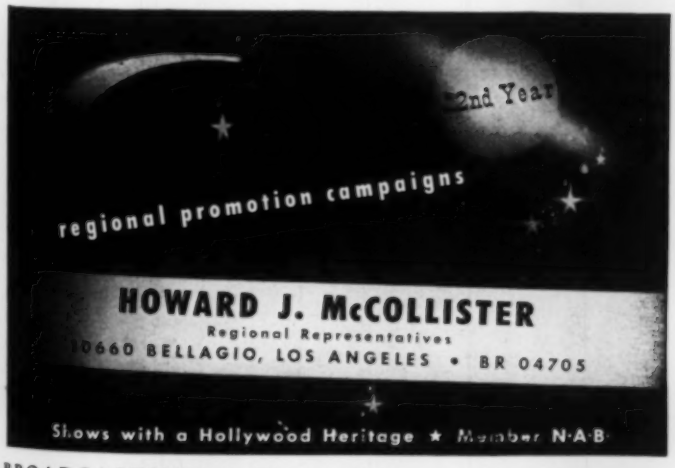
DISMISSAL of two WPTR Albany, N. Y., staffers and the subsequent resignation of six others has been followed by charges by one of the dismissed employes, John Gonella, of failure to give dissatisfied employes a hearing. Leonard L. Asch, WPTR vice president-general manager, says the charges are baseless.

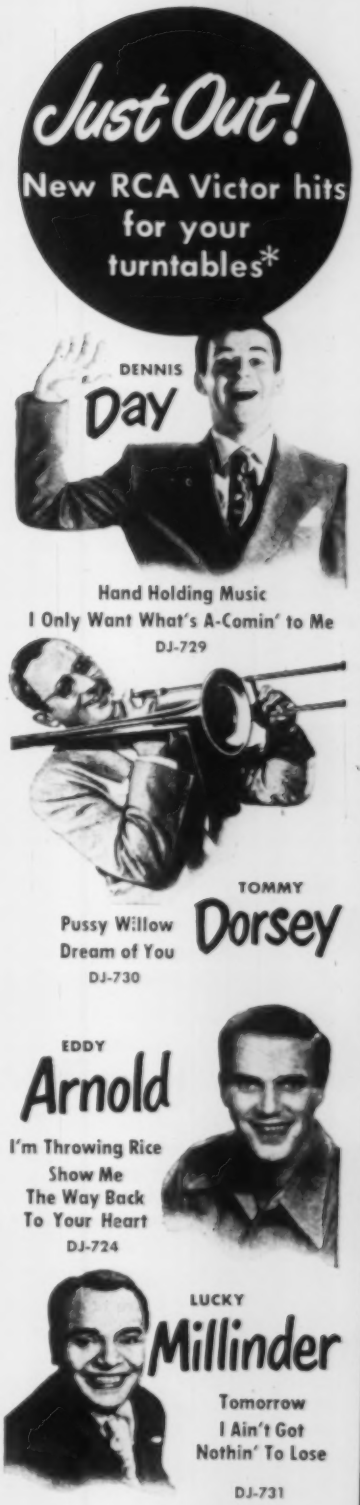
Mr. Gonella, newsman-announcer, and Tony Palumbo, whom Mr. Asch says was employed as a GI student announcer but could not meet customary announcing standards, were dismissed June 16. The following day four other WPTR announcers, one licensed engineer and a board operator resigned after the station had refused to reinstate Mr. Gonella and Mr. Palumbo.

Mr. Gonella, according to Mr. Asch, came to WPTR without previous radio experience and was broken in as a newsman-announcer. During his approximately six months' stay at WPTR, says Mr. Asch, he was an agitator and was dismissed after refusing to put on a 15-minute show in addition to the 37½-hour schedule he had been working.

KXOC Names Pearson

KXOC, 5 kw station currently under construction at Chico, Calif., has appointed John Pearson Co. as its eastern representative. Station, which will operate on 1150 kc, expects to be on the air Aug. 1. It is owned by Sacramento Broadcasters Inc. Lincoln Dellar is president. Western Radio Adv. Inc. represents it on the Pacific Coast.


2nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B



XUM

ACTIONS OF THE FCC

JULY 1 to JULY 8

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
STA-special temporary authorization
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

July 1 Decisions . . .

ACTIONS ON MOTIONS
By Commissioner Jones

Fort Payne on the Air, Fort Payne, Ala.—Amended application to increase power from 250 w to 1 kw, show revised financial data, and removed from hearing.

WWSC Glens Falls, N. Y.—Amended application to reduce nighttime power from 1 kw to 500 w and removed from hearing.

WBUD Morrisville, Pa.—Continued hearing WTNJ Trenton, N. J. and WBUD Morrisville, Pa., hearing postponed from July 11 to Aug. 30

WGBS Miami, Fla.—Amended application to make changes in operating parameters DA system and show revised financial data.

Voice of Cullman, Cullman, Ala.—Amended application to specify 1300 kc 1 kw D only in lieu of 910 kc 500 w D only and removed from hearing docket.

KGSN Grass Valley, Calif. — Dismissed as moot June 1 petition requesting continued hearing.

KGCX Sidney, Mont.—Amended application to show revised DA pattern and removed from hearing.

Wm. M. Grace, Greer, S. C.—Dismissed June 2 petition opposing in part petition of Easley Bcstg. Co. to amend application.

Mrs. Jane Rascoe, Corpus Christi, Tex.—Denied petition to amend application to specify 1560 kc in lieu of 1580 kc and remove from hearing on Commission's motion, continued hearing to Sept. 14.

Radio South Inc., Jacksonville, Fla.—Amended application to specify definite trans. site, revised ant. system, change name Harold S. Cohn and Bert Richmond, d/b as Radio South and show revised financial data, and removed from hearing.

Radio Americas Corp., San Juan, P.R.—Dismissed without prejudice application.

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Continued hearing on its application and application of Suburban Bcstg. Corp., hearing continued to Aug. 11.

E Anthony & Sons Inc., New Bedford, Mass.—Amended application to specify Channel 8 in lieu of Channel 1.

Hermitage Bcstg. Corp., Nashville, Tenn.—Amended application to specify 1360 kc in lieu of 1350 kc and removed application from hearing (by Examiner Bond).

Wm. & Lee A. Odessky, Los Angeles—Denied continued hearing on applications of Odessky, et al scheduled Aug. 1 (by Examiner Smith).

WLOK Lima, Ohio—Granted continued hearing on application from July 11 to Aug. 1 (by Examiner Cooper).

WEXT Milwaukee, Wis.—Granted continued hearing on application and application of Rock River Valley Bcstg. Co., Watertown, Wis., from July 6 to Aug. 5 (by Examiner Litvin).

KPPC Pasadena, Calif.—Granted continued hearing on application from July 6 to July 28 (by Examiner Cooper).

ACCEPTED FOR FILING

Modification of CP

WCBM Baltimore, Md.—Mod. CP to change frequency increase power etc. for extension of completion date.

License for CP

License to cover CP new AM station: WWWW Rio Piedras, P.R.; WGTN Georgetown, S. C.

Modification of CP

Mod. CP new commercial television station for extension of completion date: WOW-TV Omaha; WFMY-TV Greensboro, N. C.

July 5 Applications . . .

ACCEPTED FOR FILING

AM—1360 kc

Roanoke Bcstg. Co., Roanoke, Ala.—CP new AM station 930 kc 250 w D AMENDED to request 1360 kc 1 kw D.

WNYC New York—CP to increase power from 1 kw limited to 5 kw-D 1 kw-N limited AMENDED to request change in hours of operation to unlimited.

Modification of CP

Mod. CP new FM station for extension of completion date: WRGA-FM Rome, Ga.; KROC-FM Rochester, Minn.

License Renewal

Request for license renewal new FM station: WLEY Elmwood Park, Ill.; KENO-FM Las Vegas, Nev.; KWLK-FM Longview, Wash.

License for CP

License to cover CP new FM station: WHDH-FM Boston; WHK-FM Cleveland; WGRE Greencastle, Ind.

APPLICATION RETURNED

Boonville Bcstg. Co., Booneville, Ind.—RETURNED June 28 application new AM station 1540 kc 250 w D.

(Continued on page 74)

Hope-Lever Arbitration

LEVER BROS. refusal to permit Bob Hope to tape record his last few shows of the season will be arbitrated in Los Angeles Aug. 1 [BROADCASTING, June 20].

XEHF PIRATING
Mexico Outlet Charged On Two Counts

RESPONDING to a complaint from KNOG Nogales, Ariz., that a neighboring across-the-border station, XEHF Nogales, Sonora, Mex., pirated KNOG's MBS presentation of the 1948 World Series, the State Dept., has notified KNOG "it is now understood that the Mexican authorities have communicated with the Mexican station . . . and have issued a warning . . ., particularly with reference to any future unauthorized use of program material."

A letter from John S. Cross, acting chief of the State Dept. Telecommunications Division, to Robert Marcus, president of the Border Broadcasting Co., KNOG licensee, adds:

"While it is believed that this action should serve to prevent pirating by the station in question, nevertheless, if there should be instances of pirating in the future, the Department would appreciate being advised."

XEHF allegedly now is engaged in pirating of AP news reports, picked up from the *Arizona Daily Star*, Tuscon, Ariz., and AP has lodged a formal protest with Secretary of State Acheson.

AP Charges

"The evidence at hand," says AP, "includes off-the-air records of certain news broadcasts by XEHF, voluntarily furnished to us by Robert Marcus, owner of KNOG at Nogales, Ariz., and William R. Mathews, publisher of the Tucson (Ariz.) *Star*, a member of the AP. The off-the-air recordings in our possession credit the source of XEHF news as 'from the newsrooms of the Associated Press.' We are informed that while the station no longer uses this particular credit, it nevertheless continues to broadcast news of the AP virtually verbatim from the Tucson (Ariz.) *Star*."

KNOG, a 250 w Mutual-Don Lee outlet on 1340 kc, uses UP wire service. The station signs on at 8 a.m. with a 15-minute MBS news presentation. XEHF, according to Samuel Marcus, vice president of Border Broadcasting, airs a newscast 7:45-8 a.m. which allegedly is picked up entirely from the *Arizona Daily Star*, a morning paper.

Complaints were filed with the State Dept. against XEHF's alleged World Series pirating not only by KNOG but by MBS, which paid $150,000 for exclusive AM and $140,000 for exclusive TV rights to the 1948 Series, it was understood. XEHF claimed that it picked up the World Series report in Spanish from a shortwave station in Mexico City, XEQQ, and gave its version of the Series in Spanish.

Complaints against the Mexican station thus were of two-ply nature: (1) "lifting" of material out of the public press without due credit and (2) picking up a station program verbatim allegedly in contravention to the Inter-American Radio Communications Treaty signed in Havana, Cuba, on Dec. 13, 1937.

According to State Dept. sources, AP originally had been advised to deal directly with XEHF, rather than through diplomatic sources, for settling the news report issue, while State Dept. on the other hand communicated with the Mexican minister of communications in pursuance of the matter.

The communications minister reportedly urged "strict compliance" orders on XEHF, with instructions to cease "any future unauthorized use of program material."

The Havana treaty (Article No. 21, Series No. 938) reads as follows on retransmissions:

The contracting governments shall take appropriate measures to ensure that no program transmitted by a broadcasting station may be retransmitted or rebroadcast, in whole or in part, by any other station without the previous authorization of the station of origin.

The rebroadcasting station shall announce at suitable periods during the retransmission the nature of the broadcast, the location and the official call letters or other identification of the station of origin.

WWSC COMPETITION
Newspapers Delete Call

WWSC Glens Falls, N. Y., has run a new kind of contest, said to be the result of action by local newspapers. Carl Mattison, WWSC general manager, reports that two local papers, the *Post-Star* (morning) and *Times* (evening) etched out the WWSC call letters on a microphone which appeared in a picture run by the papers.

The episode started, according to Mr. Mattison, when a four-man WWSC crew went to nearby Warrensburg to cover a news event and interview visiting Hollywood personalities. The following day, according to WWSC, the papers ran a story on the event along with the picture in which the call letters on the mike had been deleted. Shortly after the morning paper was out, WWSC started promoting a "Mystery Microphone" contest, offering cash prizes for those who could correctly identify the mike pictured. Heavy response to the contest was received, Mr. Mattison said, and the station reviewed the story on a 6 p.m. announcement the following day.

The Glens Falls Post Co., publisher of the *Post-Star* and *Times*, is part owner of WGLN Glens Falls.

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FCC Actions

(Continued from page 72)

July 6 Decisions . . .

BY THE SECRETARY

WEAB Greer, S. C.—Granted license for new AM station 830 kc 250 w D.

WFPG Atlantic City—Granted license mo'e aux. trans.

KROD El Paso, Tex.—Granted license increase power, install new trans. and DA-N and change trans. location.

KLCN Blytheville, Ark.—Granted license change trans. location.

WWPA Williamsport, Pa.—Granted license new AM station specify studio location; 1340 kc 250 w unl.

WNBC-FM New York—Granted license change existing FM station; Chan. 246 (97.1 mc) 1.6 kw 1,300 ft.

WAIR-FM Winston-Salem, N. C.—Granted license new FM station Chan. 226 (93.1 mc) 34 kw 370 ft.

Lycoming County Bestg. Company, Williamsport, Pa.—Granted CP for new STL KGA90.

Fairmont Bestg. Co., Fairmont, Minn.—Granted CP new remote pickup station KA-3684 KA-3685.

WMBI Chicago—Granted CP make changes in vertical ant. and mount FM ant. on top AM tower.

WILM Wilmington, Del.—Granted mod. CP make changes vertical ant.

Following were granted mod. CP for extension of completion dates as shown:

WJBC Bloomington, Ill., to 2-18-50; KNOE Monroe, La. to 11-22-49; WPTF Raleigh, N. C. to 11-1-49; KBTR Minneapolis, to 10-9-49; WISE-FM Asheville, N. C. to 1-1-50; KGNC-FM Amarillo, Tex. to 8-1-49; KDRO-FM Sedalia, Mo. to 10-1-49; WFIL-FM Philadelphia to 9-30-49; WAVZ-FM New Haven to 12-30-49; WVVW-FM Fairmont, W. Va. to 1-31-50; KWFM San Diego to 1-30-50; KTTS-FM Springfield, Mo. to 9-18-49; WHFM Rochester, N. Y. to 10-1-49; WGTR Paxton, Mass. to 11-1-49; WAPO-FM Chattanooga, Tenn. to 1-21-50; WDXY Spartanburg, S. C. to 1-12-50; WWNI Wabash, Ind. to 8-28-49; WNBQ Chicago to 10-20-49; WBBB-FM Burlington, N. C. to 12-30-49; WJIZ Hammond, Ind. to 9-16-49; KBUR-FM Burlington, Iowa, to 8-1-49; KWPC-FM Muscatine, Iowa, to 12-21-49; KPOR Riverside, Calif. to 1-19-50.

Granted licenses new FM stations: KFMV Hollywood; Chan. 234 (94.7 mc) 58 kw 2835 ft; WMMW-FM Meriden, Conn., Chan. 239 (95.7 mc) 7 kw 740 ft.; WWPB-FM Miami, Fla. Chan. 268 (101.5 mc) 8.5 kw 275 ft.; WJAX-FM Jacksonville, Fla., Chan. 236 (95.1 mc) 11.5 kw 560 ft.; WENY-FM Elmira, N. Y., Chan. 295 (106.9 mc) 5.1 kw 650 ft.; WTNC-FM Thomasville, N. C., Chan. 252 (98.3 mc) 450 w 250 ft.; WIMA-FM Lima, Ohio, Chan. 271 (102.1 mc) 15 kw 250 ft.; KMUS-FM Muskogee, Okla., Chan. 268 (101.5 mc) 8.7 kw 270 ft.; KGPO Grants Pass, Ore., Chan. 245 (96.9 mc) 3.1 kw minus 165 ft.; WISR-FM Butler, Pa., Chan. 249 (97.7 mc) 560 w 325 ft.; WQAN-FM Scranton, Pa., Chan. 222 (92.3 mc) 1.8 kw 1,200 ft.; WRZE York, Pa., Chan. 253 (98.5 mc) 8 kw 705 ft.; WNIQ Uniontown, Pa., Chan. 293 (106.5 mc) 2.2 kw 1115 ft.; WRLD-FM Lanett, Ala., Chan. 275 (102.9 mc) 10 kw 330 ft.

KTOY Tacoma, Wash.—Granted license new FM noncommercial educational station; Chan. 219 (91.7 mc) 3.5 kw 450 ft.

Regents of the University of Mich., Ann Arbor, Mich.—Granted license for new STL KQA-51.

KJCK Junction City, Kan.—Granted license new AM station 1570 kc 1 kw D.

WNYC-FM New York—Granted license changes FM station Chan. 230 (93.9 mc) 18 kw 535 ft.

WABF New York—Granted license changes FM station Chan. 258 (99.5 mc) 18 kw 520 ft.

McKinney Air Enterprises Inc., McKinney, Tex.—Granted CP new remote pickup KKA-831.

WAPO Bestg. Service, Chattanooga, Tenn.—Granted CP for new STL KIA80.

Middlesex Bestg. Corp. Cambridge, Mass.—Granted CP for new STL KCA-34.

WTVB Coldwater, Mich.—Granted mod. CP change type trans.

KMBY Monterey, Calif.—Granted license install new vertical ant.

WEAS Decatur, Ga.—Granted mod. CP change type trans.

WWHG Hornell, N. Y.—Granted mod. CP change type trans.

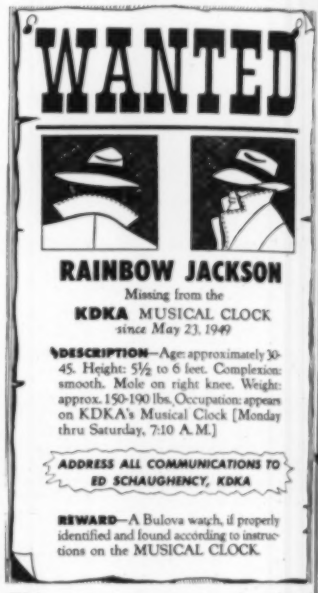
(Continued on page 83)

KDKA 'FUGITIVE'

Manhunt Stunt Plugs Show

"FUGITIVE" roaming the streets and business establishments of Pittsburgh for two weeks furnished KDKA Pittsburgh with a unique month-long promotion stunt for its *Musical Clock* program. The early morning show, Monday through Saturday, 7:10 a.m., features Ed Schaughency and Rainbow Jackson, the latter blackfaced character portrayed by Elmer Waltman, actor.

The stunt began with a two week buildup on the show after Rainbow received a letter from the Internal Revenue Dept. asking him


WANTED
RAINBOW JACKSON
Missing from the
KDKA MUSICAL CLOCK
since May 23, 1949
DESCRIPTION—Age: approximately 30-45. Height: 5½ to 6 feet. Complexion: smooth. Mole on right knee. Weight: approx. 150-190 lbs. Occupation: appears on KDKA's Musical Clock [Monday thru Saturday, 7:10 A.M.]
ADDRESS ALL COMMUNICATIONS TO ED SCHAUGHENCY, KDKA
REWARD—A Bulova watch, if properly identified and found according to instructions on the MUSICAL CLOCK

This poster was circulated throughout Pittsburgh during KDKA's search for the missing Rainbow Jackson.

* * *

to contact the director. This was followed by a registered notice, a telegram and the appearance at the studio of two "inspectors." All of which was too much for Rainbow. He "took it on the lam," and the search began. KDKA posted "wanted" announcements on post office bulletin boards, store counters and news stands and aired clues to his whereabouts each day. Listeners were urged to search for him and tell him Mr. Schaughency wanted to see him. First person to identify Rainbow each day received an Excellency Bulova watch and an appearance on the *Musical Clock*.

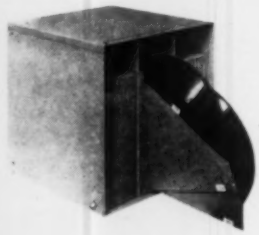
During his fugitive days, Rainbow appeared as a trolley inspector, utility man, picnicker, man-about-town and disguised as a woman. He was identified at each appearance, KDKA reports —but only after much word-of-mouth publicity had been culled for the station and the show.

PENNSYLVANIA's first "Know Your Bank Week" has been inaugurated with special broadcast on KYW Philadelphia's *Adventures in Music* program.

THE *ECONOMICAL* ANSWER TO CORRECTLY

HOUSING · FILING · PROTECTING RECORDINGS · AND · TRANSCRIPTIONS

THE ALL-METAL DISKEEPER SECTIONAL CABINET



This view shows one complete DISKEEPER All-Metal Sectional Cabinet. The Unit has a CAPACITY for housing 90 DISCS in its three compartments—30 discs to a compartment.

To this All-Metal Sectional Cabinet may be added as many Sectional Cabinets as are necessary to fill your requirements, as shown in the illustration on the RIGHT. The Unit is built to be joined together, side-by-side with others, and stacked. It will fit into any available space.

The DISKEEPER Cabinets are furnished in three sizes —

Type A-12 for 90-10 inch Discs
Type B-12 for 90-12 inch Discs
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EACH UNIT COMPLETE IN ITSELF
READY FOR IMMEDIATE USE
CONSISTING OF
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90 POCKETS
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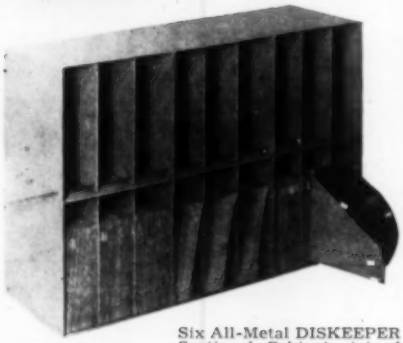

Six All-Metal DISKEEPER Sectional Cabinets joined together side-by-side, and stacked two tiers high, giving the appearance of a single unit of the same size. They are 36" Wide, 25" High, 12" Deep, and have a capacity for 540 discs.

DISKEEPER EFFICIENCY

★ *Saves time and money in the operation of a disc library.*
★ *Cuts in half the time necessary to prepare a record show.*
★ *Prevents breakage due to unnecessary handling.*

★ Eliminates misplacement and loss of discs.
★ Furnishes split-second reference.
★ Provides additional storage space.

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We Furnish all types of jackets and dividers. Special steel cabinets for storing and handling discs. *(Submit drawings or samples for quotations).*

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BRITISH RADIO

Commission of Inquiry To Review BBC

ENGLISH advertisers are preparing to present their views on commercial radio before a Commission of Inquiry which will review operations of the BBC under its present charter, expiring in 1951.

That has been made known by Alan Whitworth, director of the Incorporated Society of British Advertisers, organization composed of about 420 British advertisers and similar to Assn. of National Advertisers in this country. Mr. Whitworth was in New York on a brief visit.

He disclosed that his organization is seeking information about commercial broadcasting from various organizations like the ANA, Assn. of Canadian Advertisers and Australian Assn. of National Advertisers. It also intends to circulate a questionnaire among advertisers to solicit their views. His organization will present this information to the Commission of Inquiry.

Mr. Whitworth, however, foresaw no change in British broadcasting, which at present does not permit commercials. He said it might even turn out that a majority of British advertisers would oppose commercial radio in the British Isles. He conceded that advertising agencies might favor such operations.

He also foresaw little time buying on the part of British advertisers among European commercial stations, such as Radio Luxembourg. He explained that even though a buyers' market might stimulate a British advertiser's desire to use radio, he would be likely to refrain from doing so because of fear of governmental reaction at home. Such reaction might take the form of taxation of advertising or various kinds of restrictions such as limitations on space.

He believed that Britians in general did little listening to other than BBC airings because of the higher quality of such broadcasts. He believed that even Radio Luxembourg, which had a big British audience before the war, was running a poor second in the British Isles to BBC.

The government itself, he said, was on record as opposing listening to commercial stations. This view was taken, he said, because since the government as a matter of policy had approved a noncommercial operation it could not be friendly to any other type of listening.

Allied Arts

CHARLES M. ODORIZZI has been appointed vice president in charge of service of the RCA Victor Division of RCA, Camden, N. J., effective July 5.

E. PATRICK TOAL, formerly national sales manager of radio and television of General Electric Co., Syracuse, N. Y., has joined North American Philips Co., New York, as sales manager of television division.

FRED HERBERT, former recording director of Carl Fischer Recording Studios, New York, has been appointed manager of Cinemart Inc., New York studio.

WILLIAM R. KENNAUGH has been appointed chief process engineer at John Meck Industries Inc., Plymouth, Ind., manufacturer of television and radio receivers.

DON La DUKE, television technician for Baird Radio, Los Angeles, and **KAY GIRARD,** secretary to **ERNEST FELIX,** ABC Western Division controller, have announced their marriage.

GENERAL ELECTRIC Co., Syracuse, N. Y., has announced its first television receiver using 16-inch picture tube. Model 815, consolette ensemble, will have eastern list price of $495.

CARBONNEAU INDUSTRIES Inc., Grand Rapids, Mich., announces development of record player which converts any phonograph into three-speed instrument, according to firm. Called Carbonneau Playsall, player sells at retail price of $14.95.

CHARLES MICHELSON Inc., New York, announces sale of mystery combination consisting of *The Sealed Book* and *The Avenger* to WCNH Quincy, Ala.; WCNU Crestview, Calif.; KEEN San Jose, Calif.; KFYO Lubbock, Tex.; KGFL Roswell, N. M.; WICH Norwich, Conn.; WITZ Jasper, Ind.; KOJM Havre, Mont.

STROMBERG-CARLSON Co., Rochester, N. Y., has introduced new table model television receiver, TC 10 H. Model has 10-inch picture tube without mask framing image. Center of interest is enlarged to take in entire face of tube at push of bottom and image is returned to normal sized screen in same way.

FREEDOM FORUM

Meets at USC July 11-15

THIRD of the national Freedom Forums will be held at the U. of Southern California, College of Aeronautics, Santa Maria, July 11-15, Gilbert L. Stanton, president of the Advertising Assn. of the West, has announced. Theme of the forum will be economic understanding. Ken Wells, director of operations of the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, will direct the forum which will be under the supervision of Harding College, Searcy, Ark., and USC.

Among speakers scheduled to appear are Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles; Dr. Millard C. Faught, president of Faught Co., New York; Frederic R. Gamble, AAAA president; Charles H. Ferguson, vice president and Pacific Coast manager of BBDO, and Charles W. Collier, executive vice president of the Advertising Assn. of the West.

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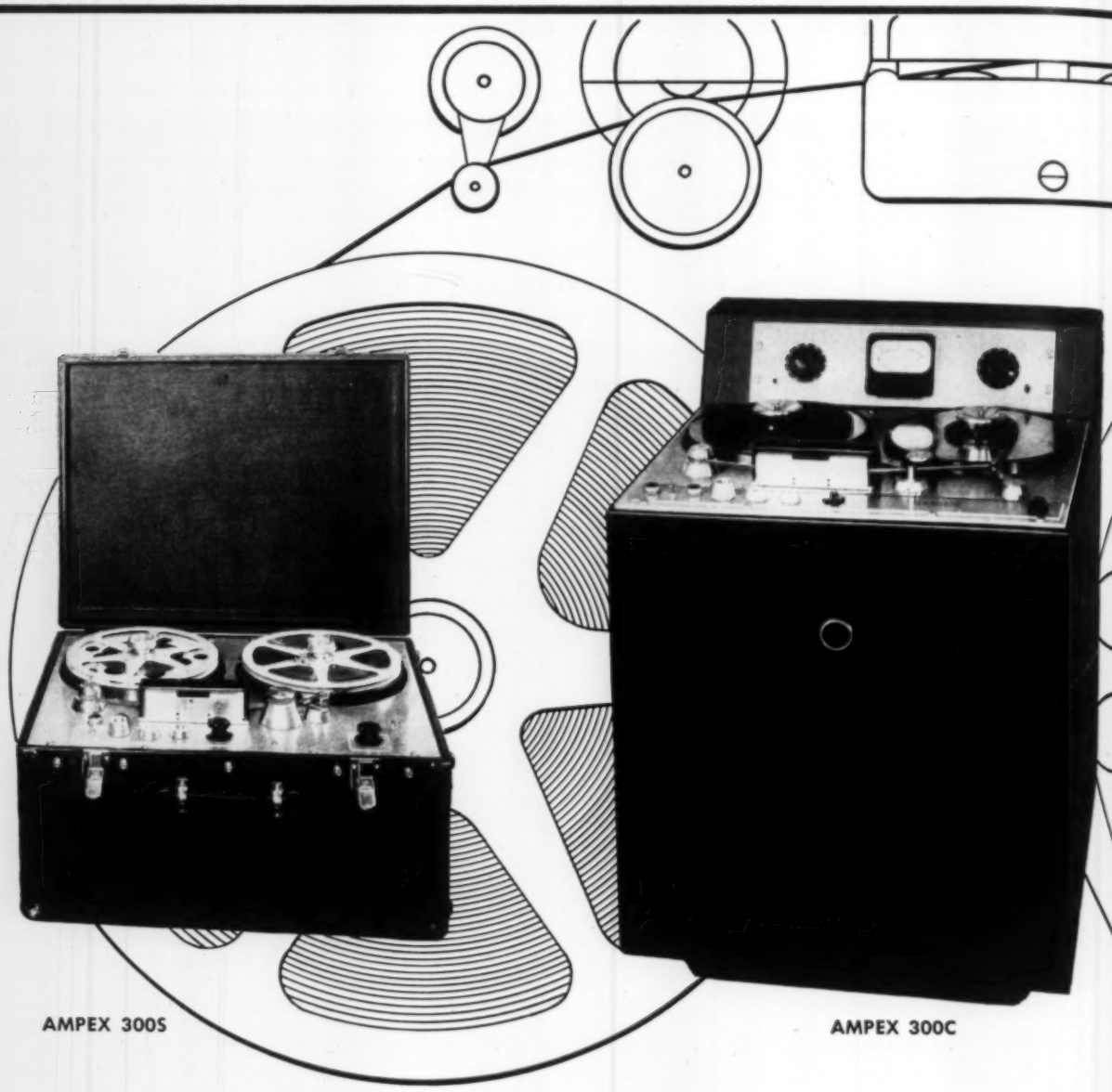


AMPEX 300S

AMPEX 300C

TECHNICAL HIGHLIGHTS OF THE AMPEX 300

manufactured by Ampex Electric Corporation

SAN CARLOS, CALIFORNIA

FREQUENCY RESPONSE:

At 15 inches + 2 db. 50—15,000 cycles.
At 7.5 inches + 2 db. 50—7,500 cycles.

SIGNAL-TO-NOISE RATIO:

The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

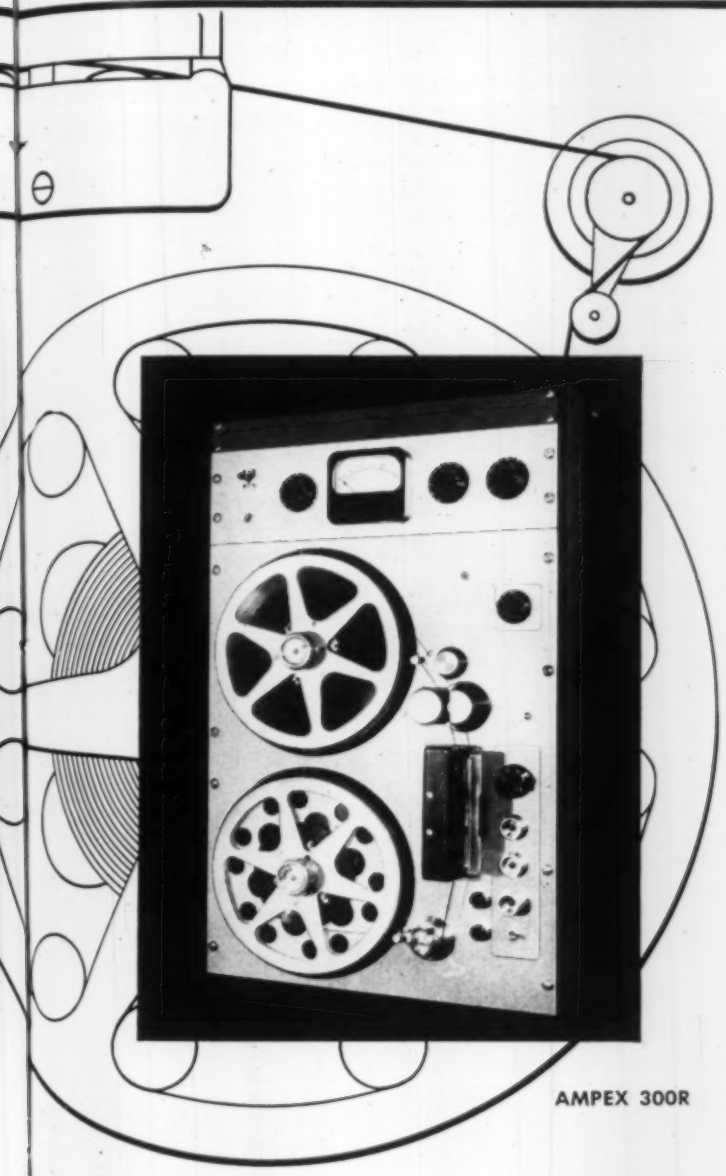
STARTING TIME:

Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

FLUTTER AND WOW:

At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .2%.

AMPEX tape recorders



AMPEX 300R

. . . including the new, highly versatile SERIES 300

The Graybar Electric Company — national distributor of quality broadcasting equipment — announces the addition of Ampex recorders to its lines. Manufactured by the Ampex Electric Corporation, these fine instruments combine *true-to-life* fidelity with the many other advantages of tape recording: extended re-use, ease of operation, simplicity and accuracy of editing.

Broadcasters, recording studios, and advertising agencies know Ampex as the best magnetic tape recording equipment there is. The Ampex Series 200 is used extensively for big-name recorded broadcasts because of its quality, design, and performance. Built to the same standards, the new Series 300 models are compact, attractive and especially flexible in application — interchangeable for rack, console, or portable use. AND . . . they are priced within the range of other types of recording equipment — at a level which represents a practical investment for even a small studio.

Ask the nearest Graybar Broadcast Equipment Specialist to arrange a demonstration for you. We are sure you will agree this equipment provides the finest recorded reproduction you have ever heard. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.* 4970

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EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

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CLEVELAND
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DETROIT
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KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Pree, Geneva 1621
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The Texas Rangers
"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Production

BILL TOMPKINS has rejoined WKBN Youngstown, Ohio, production staff. Mr. Tompkins, veteran of ten years in radio, was formerly with WKBN as news editor. He has been news director at WROW Albany, N. Y., for past two years.

FRANK DOYLE, formerly with KWK and KMOX St. Louis, has joined announcing staff of WIL same city.

FRED COOK, student at U. of Connecticut, Storrs, Conn., has been appointed to announcing staff of WICH Norwich, Conn.

CHARLES EDWARD BELL, former manager of WGCD Chester, S. C., has been named production manager of WBTV (TV) Charlotte, N. C.

Mr. Bell

HYLAND WHITE, formerly with WFDR (FM) New York, has joined WIP Philadelphia as summer relief announcer.

HAL SAWYER has been signed to do commercials on CBS *Our Miss Brooks*.

MARTIN KARL of CBS *Arthur Godfrey Show*, is the father of a girl, Alming Ann.

DICK BERTRANDIAS, KNBC San Francisco, writer-producer, has resigned to accept position with military government in Japan. He will serve as public service specialist in charge of information and educational programs on Japanese network.

GORDON R. PHILLIPS has resigned as program director of Radio Roanoke Inc., operator of WROV and WROV-FM Roanoke, Va. Mr. Phillips plans to return to his home in California to enter television field.

BABS DONIGER, formerly with program departments of WABD (TV) and WPIX (TV), both New York, has joined staff of Kathi Norris Shopping Service as a coordinator. Service tests merchandise and locates items for demonstration on *Your Television Shopper*, conducted by Miss Norris on WABD, Mon.-Fri., 10-11 a.m.

HET MANHEIM, CBS representative for marketing CBS radio properties to motion pictures, has resigned to join independent moving picture firm in England. Mr. Manheim's resignation will become effective Aug. 1.

LEWIS SAWIN, formerly of WLEX Lexington, Ky., has been appointed program supervisor for WBKY, U. of Kentucky station in Lexington.

ERNIE BUSHNELL, program director-general of Canadian Broadcasting Corp., Toronto, has returned to Canada after two-month study in London of British Broadcasting Corp. TV development and programming.

MONTE FASSNACHT, former production manager at ABC-TV Chicago, has been named production supervisor and assistant director of programming; **CAROL HOWARD** is program operations manager; **LOIS PROCTER** is senior operations director; **JOAN NEDVED**, former broadcast coordinator, becomes operations director; **JOHN FITZPATRICK**, former assistant production manager, becomes studio manager.

WILLIAM NABORS, Spanish-American program director; **RALPH TRUJILLO**, Spanish announcer, and **JOHN H. MORRISON**, chief engineer, all at KVER Albuquerque, N. M., have been awarded B.A. degrees by U. of New Mexico.

JOHN BALL, record expert for WOL Washington, has been appointed music editor for *Pathfinder* magazine. Mr. Ball was one time music critic for *Brooklyn Eagle* and music columnist for *New York Herald-Tribune*.

HARRIET TROOST, former music commentary and news writer for WWJ and WWJ-TV Detroit, has joined WLW Cincinnati as continuity writer. **JOHN HALLORAN** also has joined WLW in similar capacity.

BILL MEHRING has joined KHUM Eureka, Calif., as announcer.

GENE KLAVAN has joined WAAM-TV Baltimore as disc jockey. He formerly was in same capacity at WITH Baltimore.

Radio Vs. Press

REVIEW of the relationship between radio and newspapers is presented by Giraud Chester, associate editor of the *Quarterly Journal of Speech*, in an article in the current issue of the *Public Opinion Quarterly*. Titled "The Press-Radio War: 1933-1935," the article describes the "efforts of the American press to limit radio's competition in the news field." Mr. Chester has documented the article throughout with excerpts from minutes of American Newspaper Publishers Assn. meetings and other related records.

Feature of the Week

(Continued from page 14)

lowed to witness the event. On his next program, Jasiu issued an open invitation to all who would like to watch him make good his promise.

At this point, according to Paul F. Eichhorn, WGRD president and general manager, everything started to happen. A neighbor called and said he would supply refreshments. A businessman offered to furnish popsicles and popcorn for the kids; still another said he would distribute free potato chips; a health bath offered to give Jasiu a Swedish massage after his labors and a funeral parlor immediately offered to supply an ambulance to take him from the scene.

All these offers had been unsolicited, but, after some air promotion, more offers rolled in. A five piece orchestra would play between "rounds." Wes Ramey, former professional boxer, offered to work in Jasiu's corner. The city police department volunteered to close the entire block. Attendance was expected to be from 5,000 to 10,000.

Then came the big blow. A regular downpour of rain descended on the scene of the big event, and for awhile, Mr. Eichhorn said, it looked as if all the efforts had been in vain. But a half hour before the show was to begin the crowd started to gather. As the event opened 3,000 spectators were on hand and another 1,000 blocked traffic by parking in the middle of streets to listen to the WGRD show.

Summing up the stunt, Mr. Eichhorn said: "The whole business is the silliest thing in the world, but maybe the people who really enjoy themselves like the simple things."

KWK Conducts Tours

FOLLOWING dedication of its new studios in the Globe-Democrat Tower Bldg. [BROADCASTING, June 20], KWK St. Louis is holding conducted tours for the public through the building, Ray Dady, vice president and station director, has announced. Three tours are conducted each day, Mr. Dady said, and tickets are obtained by writing to the station.

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TEXAS LEADS RADIO PARADE

223 of Nation's 3,175 Facilities in State

TEXAS with 223 has more AM, FM and TV authorizations than any other state, and Chicago with 34 leads the roster of cities, FCC reported last week.

More than 1,300 cities and towns have broadcast authorizations of one kind or another, FCC said. Texas again leads the list with 112 "broadcast communities," followed by California (76), Pennsylvania (62), North Carolina (60), and New York (50).

The compilation, prepared as of July 1, shows 2,187 AM authorizations, 868 in FM (not counting 58 noncommercial educational grants), and 120 in TV (including two experimental stations operating on a commercial basis). The figures include all outstanding authorizations, whether the stations are on the air or not.

Close behind Texas in total authorizations comes California with 220 and Pennsylvania with 186. Other states having more than 100 authorizations are New York, North Carolina, Ohio, Illinois, Florida and Georgia.

Among cities, New York with 32 is only two behind Chicago, followed by Los Angeles, Philadelphia, New Orleans, Washington and San Francisco.

Texas has more AM authorization (178); Pennsylvania leads in FM (71), and New York tops the list in TV (14). Chicago and New York are one-two in both AM and FM authorizations among cities, while Los Angeles has more TV grants than any other.

Every state has AM stations, but five lack FM authorizations and 14 are without TV grants.

BROADCAST AUTHORIZATIONS BY STATES

	AM	*FM	**TV	Total
Alabama	62	18	2	82
Arizona	24	0	2	26
Arkansas	32	8	0	40
California	147	62	11	220
Colorado	34	3	0	37
Connecticut	26	13	1	40
Delaware	6	5	1	12
District of Columbia	7	9	4	20
Florida	72	24	5	101
Georgia	71	27	3	101
Idaho	21	5	0	26
Illinois	71	50	6	127
Indiana	44	29	3	76
Iowa	47	22	2	71
Kansas	38	8	0	46
Kentucky	43	13	2	58
Louisiana	39	18	3	60
Maine	16	3	0	19
Maryland	24	17	3	44
Massachusetts	46	30	3	79
Michigan	61	28	6	95
Minnesota	44	11	3	58
Mississippi	40	6	0	46
Missouri	45	21	2	68
Montana	26	0	0	26
Nebraska	21	4	2	27
Nevada	9	2	0	11
New Hampshire	11	6	0	17
New Jersey	19	17	1	37
New Mexico	23	0	1	24
New York	93	64	14	171
North Carolina	90	40	2	132
North Dakota	14	1	0	15
Ohio	63	53	12	128
Oklahoma	43	14	2	59
Oregon	39	10	1	50
Pennsylvania	108	71	7	186
Rhode Island	11	7	1	19
South Carolina	43	14	0	57
South Dakota	14	1	0	15
Tennessee	56	18	2	76
Texas	178	39	6	223
Utah	19	3	2	24
Vermont	8	0	0	8
Virginia	53	24	2	79
Washington	46	7	1	54
West Virginia	34	20	1	55
Wisconsin	51	22	1	74
Wyoming	12	0	0	12
Alaska	8	0	0	8
Hawaii	9	0	0	9
Puerto Rico	26	1	0	27
Virgin Islands	0	0	0	0
Totals	2,187	868	120	3,175

* Does not include 58 authorized noncommercial educational broadcast stations.
** Includes two experimental authorizations operating on commercial basis.

BROADCAST AUTHORIZATIONS BY CITIES

	AM	FM	TV	Total
Chicago	16	14	4	34
New York	14	12	6	32
Los Angeles	12	10	7	29
Philadelphia	10	10	3	23
New Orleans	11	7	3	21
Washington	7	9	4	20
San Francisco	8	8	3	19
Minneapolis-St. Paul	11	3	3	17
Pittsburgh	7	9	1	17
Portland (Ore.)	10	6	1	17
San Antonio	9	6	2	17
Baltimore	7	6	3	16
Boston	7	6	3	16
Cleveland	6	6	3	15
Seattle	9	5	1	15
Detroit	5	6	3	14
Miami	6	7	1	14
Houston	8	4	1	13
St. Louis	7	5	1	13
Buffalo	6	5	1	12
Cincinnati	5	4	3	12
Columbus (Ohio)	4	5	3	12
Dallas	5	5	2	12
Jacksonville	6	3	3	12
Louisville	7	3	2	12
Oklahoma City	7	4	1	12
Providence	6	5	1	12
Richmond	6	5	1	12
Denver	8	3	0	11
Milwaukee	7	3	1	11
San Diego	7	3	1	11
Syracuse	5	4	2	11
Rochester	6	3	1	10
Kansas City (Mo.)	4	4	1	9
Salt Lake City	5	2	2	9
Charleston (S. C.)	5	3	0	8
Fort Worth	6	1	1	8
Tulsa	5	2	1	8
Albany	5	2	0	7
Toledo	3	3	1	7
Spokane	6	0	0	6

KYOR-KUSN Action

SAN DIEGO BROADCASTING CO. was granted permission by FCC to surrender the license of KYOR San Diego, Calif., for 250 w daytime on 1130 kc and continue its operation of KUSN there until the new 5 kw fulltime facilities of KYOR are completed. Firm recently bought KYOR and must divest itself of one station there [BROADCASTING, June 13]. KUSN, 5 kw day, 1 kw night on 1510 kc, will be given up when KYOR is completed.

LIBEL and SLANDER

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Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly inexpensive
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For details & quotations write

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Dick Grahl of William Esty says:

(BROADCASTING'S 1949 Marketbook and Spot Rate Finder) . . . ***Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years.***

FACTS ABOUT BROADCASTING'S 1949 MARKET BOOK AND SPOT RATE FINDER

Market Data

To be Published by States and Counties

(1) 1949 state and county BMB figures on total families, radio homes, percentage of radio homes per county (these are the latest figures available and haven't been released anywhere).
(2) 1948 retail sales by states and counties (latest available).
(3) Latest taxable payroll figures by states and counties.
(4) Latest employment figures available by states and counties.
(5) Latest manufacturing figures by counties and states.
(6) State and county maps, showing station locations as of July 1, 1949.
(7) State statistics on total families, radio families, percentage of radio families, retail sales, telephone homes, employment, bank deposits, postal receipts, income payments.

Spot Rate Finder Data

(1) Day and night one-time rates for all AM, FM, TV stations, including station break, 1 minute, 5 minute, 15 minute, half hour, hour.
(2) Average one-time day and night rates for network affiliated stations in each city.
(3) Average day and night rates for all independent stations in each city.
(4) Listing by city and station of its power, frequency, station rep., network, total families, radio families, percentage of radio families, available surveys.
(5) Day and night one-time rates for all regional networks by stations.
(6) Day and night rates for all networks by affiliates.
(7) Day and night rates by geographical divisions and population groups.

BROADCASTING's 1949 Marketbook and Spot Rate Finder will be in the mails Aug. 15. Distribution of 17,500, covering every important national and regional radio agency and advertiser, assures maximum advertising effectiveness. Advertising deadline is mid-July but this can be extended if necessary. Position in state sections guaranteed. Regular rates prevail. Sizes from 1 16th page to spread in color acceptable.

Wire Space Reservations Collect Today

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

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● CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Experienced manager wanted by substantial organization to manage network station in city of 100,000 population. Must have proven background. Salary and bonus can provide excellent income. Send complete details, references etc. to Box 640B, BROADCASTING.

Commercial manager for new 1000 watt daytime AM. Virginia town total sales area population 170,000. Base pay and commission. Give background and experience. Box 719B BROADCASTING.

Manager. Small midwest well situated station. Want experienced manager, able to announce, program, operate profitable. Salary plus commission. Apply Box 736B, BROADCASTING.

Salesmen

Wanted—Progressive, industrious salesman and sales manager, for new progressive midwestern 5,000 watt independent station, in half-million market. High percentage paid. Must be hustler. Box 478B BROADCASTING.

Local sales manager—Excellent opportunity, aggressive livewire who knows radio, likes to sell, can inspire and lead sales staff in highly competitive large eastern metropolitan market. Well established network affiliated growing station. No hot shots or pressure boys need apply. Applicant must be sober, dependable, highest character, interested in building a permanent future. Send all facts — background, ability, sales record, references, working arrangement desired and date available to Box 639B, BROADCASTING.

Progressive California independent desires salesman, not executive, who can sell. Excellent future for man who produces. Salary range $200 to $250 depending on qualifications, plus option of high commission. All details first letter. If announcing experience, better yet. Write Box 708B, BROADCASTING.

Salesman wanted. Capable of selling and servicing accounts and assuming responsibility for production as account executive. Large block of accounts immediately available. Box 715B, BROADCASTING.

Wanted. Salesman. CBS affiliate, 50,000 population. Salary $300.00 per month plus commission. Box 738B, BROADCASTING.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Experienced announcer. Able to operate console. CBS affiliate near Baltimore and Washington. Send transcription with complete details. Salary plus talent. Box 627B, BROADCASTING.

Wanted. An announcer with a good record on direct air sales. Box 669B BROADCASTING.

Announcer with first class license for metropolitan midwest independent station. Permanent. Air Mail, Box 698B, BROADCASTING.

Experienced announcer with play-by-play ability, who can also do straight commercial, audience participation, write commercials and service accounts. Excellent future with growing California independent. Prefer man who can also sell, and we're willing to pay commission over and above salary for sales results. Send audition disc and photo to Box 709B, BROADCASTING.

Announcer experienced with warm friendly selling voice. Detail experience, salary expected, age, and all qualification. Only finished man desired. Box 730B, BROADCASTING.

Wanted. Experienced announcer able to operate console. MBS affiliate in eastern city. Send transcription experience record and salary expected. Contact WEIM, Fitchburg, Mass.

Help Wanted (Cont'd)

Wanted. Good announcer now located in North Carolina, Virginia, South Carolina area. Must be college graduate over 25 and capable of and interested in rewriting wire service news and doing some radio news reporting. Must also be able to do good newscast and record shows. Congenial staff, good pay at AM-FM network station. Telegraph if interested. Box 737B, BROADCASTING.

Wanted—Experienced announcer with selling delivery. Send audition disc, picture and background data. WLVA, Lynchburg, Virginia.

Wanted. Combination announcer-engineer with first class license. With emphasis on announcing. Perfect chance to continue college education at Mississippi State College, WSSO, Starkville, Mississippi.

Technical

Fulltime network station needs engineer-announcer. Good voice. Capable assuming chief position. Housing available. Splendid opportunity. Middle east. Write, wire Box 697B, BROADCASTING.

Production-Programming, others

News Director. Must be network calibre newscaster, experienced in local reporting, and rewriting wire copy, with ability to direct department. Proven record in similar capacity with large city station necessary. Give previous experience and salaries. Box 412B, BROADCASTING.

Wanted. Continuity writer who can turn out commercial copy speedily and efficiently. Some announcing. Starting salary $40 per week. If interested, address background information, photograph and audition disc to Box 629B, BROADCASTING.

Experienced young woman as combination department store personal shopper. Daytime radio program writer and air personality. Southwest network station, medium-sized market has interested prospect if right person available. Write fully in confidence, Box 691B, BROADCASTING.

Copy writer. Good opportunity and attractive salary based on experience. Please don't apply without at least one year station experience. Good typist. College graduate preferred. Write details Manager WTAX, Springfield, Ill.

Miscellaneous

Radio teacher for university. Master's degree and practical experience required. Box 724B, BROADCASTING.

Situations Wanted

Managerial

Asst. or general manager—Successful record. Ten years manager network affiliate plus ten years experience all departments. Interested in permanency with stable, progressive organization. Box 507B, BROADCASTING.

General manager, independent station, past 5 years, previously salesman, network station. Know how to get business. Best references. Box 569B, BROADCASTING.

12 years experience all facets radio broadcasting. Prefer tough situation. Box 622B, BROADCASTING.

Successful manager needs new opportunity to help pull station out of red. Can do combination, selling, managing and continuity writing, 42 years old, married. 22 years selling and managerial experience. Good references. Not afraid of work. Box 645B, BROADCASTING.

Situations Wanted

Successful manager, 15 years radio experience, now managing Texas station, desires relocation in U.S.A. Expert at increasing station revenues in competitive market such as present one. Figures and details on request. University graduate plus nearly 2 years' post-graduate study. I will increase your gross and cut your expenses. Box 712B, BROADCASTING.

Salesmen

Seven years in radio. Came up from announcing producing. Excellent sales record in tough market. Know competitive radio thoroughly. Want permanent spot with progressive station. Seeking advancement plus security. Family man, 28. Excellent references. West preferred, but any reasonable offer considered. Box 729B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Serious-minded June university graduate. Knows board. Need job. Anywhere. Disc, photographs ready. Write Box 577B, BROADCASTING.

First class morning man available immediately. Nine years experience. Box 636B, BROADCASTING.

Available August 1. Young announcer, single, honest effort for chance at experience. Good radio voice. Disc and photo. Will go anywhere. Box 637B, BROADCASTING.

Five years experience as announcer, writer. Now program director, midwest network. Desires concentrate on announcing. Board, news, general. Box 642B, BROADCASTING.

Sports-disc jockey. Prefer permanent sports job. 28, five years experience, high school, college football, basketball professional baseball. Station and agency references. Available right away, first of September or right after coming football season. Box 652B, BROADCASTING.

Got fifteen minutes? Then give a listen to my disc jockey audition. It's my sales talk for a regular spot on your station. Facts and figures to prove audience reaction. Box 659B, BROADCASTING.

Topflight announcer. Disc jockey 6 years experience. Currently working in New York. Available immediately. Write Box 680B, BROADCASTING.

Newscaster. Age 30. Veteran. Three years experience. Unencumbered, ambitious, desire change. Highest refrences. Disc sent on request. Box 682B, BROADCASTING.

Announcer. Recent college grad. Vet, 25. BA in radio speech. Experienced all phases of broadcasting. Disc on request. Prefer west coast but will travel. Box 685B, BROADCASTING.

Available immediately. Versatile, experienced announcer, single. Desires steady position with progressive organization. News, commercials, disc jockey, continuity writer, control board. Box 686B, BROADCASTING.

Announcer, musical director, sports editor, copy. Operate board. Married, 25, available immediately. Box 687B, BROADCASTING.

Announcer, disc jockey. Experienced ad-lib with good selling style. Also straight work. Box 689B, BROADCASTING.

Announcer. Available now. Box 690B, BROADCASTING.

16 months experience in commercial radio. New employed as chief newscaster in city of 100,000. Would like to switch to special air work. Programming and sales in small Minnesota or Wisconsin station. Age 22. Vet. Single. Box 693B, BROADCASTING.

Found. Experienced announcer with ticket looking for established east coast station willing to pay $65.00, getting in return a married vet strong on DJ and commercial work. Disc and references at Box 696B, BROADCASTING.

Single 27. Announcing and controls. Mutual and ABC affiliate. Good news and disc jockey shows. Desire radio 2-3 hours. From Washington, D. C. Box 699B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, single, experienced. Willing to work hard for permanent position. Box 702B, BROADCASTING.

Announcer, writer, operator. Former network special events man desires permanent position in growing community. Veteran 23. Single. Professional references. Will travel, prefers midwest. Box 703B, BROADCASTING.

Hogcaller, ambitious. Can announce. University radio graduate. Cooperative fellow. Sincere commercials, listenable newscasts, smooth discing. Operate controls, write. Anywhere. Modest salary. Write Box 705B, BROADCASTING.

Young hard worker. Radio schooling. Experienced play-by-play, all sports, disc jockey. No drinking. Will travel immediately. Excellent recommendations. Box 707B, BROADCASTING.

Experienced sportscaster and play-by-play man. Presently employed poor sports town. Experienced staff announcer. Married, dependable. Best of references. Box 714B, BROADCASTING.

Announcer will go anywhere. Pleasing voice. Salary no object. Graduate leading radio school. No practical experience, but I have a lot of confidence. Why not give me a chance with you? I am versatile. News, disc shows, personality par excellence. Good natural commercial man. Box 716B, BROADCASTING.

Announcer-disc jockey presently working NYC wants out of town job. Box 723B, BROADCASTING.

Experienced announcer, continuity writer desires position. Married dependable. Will travel to station offering advancement opportunites. Box 727B, BROADCASTING.

A-1 newscaster, reporter, good voice, newspaper background, 39, married, car. Box 728B, BROADCASTING.

Desire start in radio. Announcer, singer, drummer. Have disc. Write Langston, Hawthorne Drive, Danville, Va.

Versatile announcer-singer, piano accompaniment. For disc and details, John D. Mills, 5101 13th St., N. W., Washington, D. C.

Announcer, 1 year experience. All phases. Will travel. Norman Morris, 5829 Woodbine Ave., Philadelphia, Pa.

Veteran, two years college. Graduate School of Radio Technique. Knows board. Disc and photo on request. Tom Sweeney, 633 S. Grove, Oak Park, Ill.

Technical

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desire position in midwest. Available immediately. Box 402B, BROADCASTING.

Engineer, 1½ years experience transmitter, remotes. Graduate RCA. Now employed. Box 615B, BROADCASTING.

Available, 1st license, degree, 10 years experience, 7 as chief. Box 630B, BROADCASTING.

Engineer presently employed with car. Desires position north of Virginia. Box 649B, BROADCASTING.

Engineer. Experienced 5 kw, directional antennae, remotes. Desires position within 150 miles NYC. Box 673B, BROADCASTING.

Engineer. First phone. Two years experience. Will consider most locations. Box 681B, BROADCASTING.

Experienced combination engineer-announcer desires position with small progressive station. Prefer midwest or Rocky mountain area. Write Box 694B, BROADCASTING.

Construction chief engineer, thoroughly experienced. Would like to build your station and then leave. Box 695B, BROADCASTING.

Engineer wants a progressive minded station now in operation or under CP to settle down and grow with. Year and a half as chief. Active class "A" ham, experienced all phases of transmitter, studio, recording, etc. Steady, sober and reliable. Excellent references. Will travel if position warrants. Box 710B, BROADCASTING.

Engineer, first phone, veteran, 26. Two years experience in kilowatt station, reliable. Box 711B, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer, installation, remote, maintenance, control. Graduate Capitol Radio Engineering Institute, one other school. All license. Ham. Desire permanent position. No car. Box 721B, BROADCASTING.

Engineer-announcer one year experience. At present working on 250W net. station doing combo. Minimum salary 60 dollars. Have good reference. Housing conditions forces change Box 725B, BROADCASTING.

Experienced engineer all phases radio broadcasting. Now operating 50,000 watt AM, 20,000 watt FM and 5,000 watt AM auxiliary. Desires change to chief engineer of smaller station. Permanent position only. Box 726B, BROADCASTING.

Engineer, 16 months experience, also announcing. Desires midwest area. Married, car, 25. Available immediately. Box 731B, BROADCASTING.

Tech school graduate with 15 months AM and FM experience desires position in midwest. Box 732B, BROADCASTING.

Chief engineer, 28, experienced in operation, installation, announcing, copy. Installed two stations. Now hold managerial position. References. Available two weeks notice. Willing travel overseas. Write Box 733B, BROADCASTING.

Dependable studio-transmitter engineers. Two years experience. Transmitter, console, remotes, recording, little announcing. College and radio school graduate. Amateur. Presently employed, seeking more profitable connection. Box 734B, BROADCASTING.

Engineer experienced. Studios transmitters recording. Make offer. Box 735B, BROADCASTING.

First class license—34 weeks radio school. 44 weeks Navy electronics school. Some announcing. No broadcast experience. Don Lewis, 316 West First, Maryville, Mo.

Engineer experience in FM AM. 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Gilbert, Danville, Illinois.

Available immediately. Operator, first license, four year broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Lewis Sherlock, Box 1161, Plainview, Texas.

Production-Programming, others

Station manager's enthusiastic letter on character, ability tells my story. Journalism grad. 250 experience, report, write, edit, read news. Box 617B, BROADCASTING.

Writer-announcer, Radio school graduate, intelligent, reliable, pleasant personality, will travel for personal interview, audition. Box 657B, BROADCASTING.

Newsman to edit and broadcast. Extensive experience, college education, married, dependable, recommendations. Box 660B, BROADCASTING.

Program director experienced in traffic and continuity. College degree in music. 4 years radio. Age 28. Single. Box 664B, BROADCASTING.

Experienced continuity writer. Six years good commercial station. Desires permanent location in good climate. Box 683B, BROADCASTING.

Local news specialist can solve your local news coverage problem. Ten years in radio newsroom. Box 684B, BROADCASTING.

Young woman, 24, university graduate. Continuity writer, complete knowledge station operations. Pleasant voice. Best references. Box 688B, BROADCASTING.

Copywriter wants position. Over one year with network affiliate as announcer-copywriter. Samples upon request. Box 700B, BROADCASTING.

Continuity writer, announcer just out of radio school. Experienced in writing, directing shows. College background, radio news writing, journalism. Box 701B, BROADCASTING.

Interested in a Barn Dance? Experienced musical and comedy team can handle it for you. Can also handle western disc show. Address Box 704B, BROADCASTING.

Situations Wanted (Cont'd)

Program director with 6 years experience in announcing and programming. Young, energetic, ambitious, married, and willing to earn salary. Interested in joining organization that can offer chance for advancement in salary and position. Can offer excellent references of productive work, character, and ability. For complete story reply Box 706B, BROADCASTING.

Traffic secretary two years' experience. 22, single, female. Presently employed. Prefer southeastern states. Box 720B, BROADCASTING.

Experienced continuity writer. College graduate. Excellent references. Prefer upper midwest. Mary Davis, 1608 Hawthorne Ave., Minneapolis, Minn.

For Sale

Equipment, etc.

Four Western Electric 9-A reproducing heads, with two arms. Three perfect heads, one broken needle. Entire lot $300.00. Box 692B, BROADCASTING.

For Sale: 500 ft. Ideco tower. 4 bay antenna. 10 kw FM amplifier; 3 kw FM amplifier; 250 w exciter unit, and all other equipment needed for installing FM station. This equipment practically new, and priced at 50 percent of the original cost. Box 717B, BROADCASTING.

New FM station applicants and engineering consultants. If you plan to place your FM antenna on top of the present tower installation. We can offer you a practically new isocoupler at a low price. Write Frank O. Myers, **Manager, KCMC-FM, Texarkana, Tex.**

For Sale 180 ft. Lehigh steel tower, shunt-excited, uniform cross sections, galvanized. Approved lighting equipment. Now standing. Excellent condition. Worth more than $2000.00. What do you offer? KLUF, Galveston, Texas.

Complete 250 watt standard broadcast and 3 kw FM consisting of following: RCA 250K transmitter, Western Electric 504-B2 transmitter, 399 ft. Ideco guyed tower with WE 54-A FM antenna and RCA 76-B console plus all accessories. W. H. Murphree, WABB, Mobile, Alabama.

FM Antenna for sale—1 Western Electric 54-A 6-bay FM antenna with sleet melting equipment. Used 16 months on 97.3 mcs. Replacing with pylon for TV installation. Bargain at $2500.00. Also single cell Westinghouse precipitron air filter. Cost $570.00. Sell $300.00. Both items excellent condition. F. O. B. Greensboro. Write or contact Jim Winecoff, Chief Engineer, WFMY-TV, Greensboro, North Carolina.

Blaw-Knox self supporting square insulated steel tower 304 ft high including beacon, make offer. WHEC, Rochester, N. Y.

For sale. New, unused Hewlett Packard FM Monitor 335-B. Also 2 Raytheon Racks — 2 Standard Cabinet Racks, Umber Gray. Sacrifice. Contact Manager WKAL, Rome.

Four-bay GE FM antenna. Formerly used on 98.3 mg. Perfect condition. All reasonable offers considered. Contact Bernard Jacobs, WOAK, 4009 W. Washington Blvd., Chicago. Sacramento 2-6272.

Tremendous savings on copper, pure electrolytic bonding copper. 3000 ± — .025" x 2¼" wide x coils @ 25¢ lb. F. O. B. our plant. H. P. Mandel and Sons, 2840 South Kedzie Avenue, Chicago 23, Illinois. Ph: Bishop 7-7890.

Miscellaneous

Boost profits with regional advertising campaigns. Clean selling, quality writing. Robert Kilb Productions, Inc. 210 Fifth Avenue, Suite 1102, New York City.

Employment Service

Summer slump bothering you? Not us. 61 jobs open now. RRR-Radio-TV employment Bureau, Box 413, Philadelphia.

Employment Service

University trained. Five years continuous experience newscasts and announcing. Network announcer and narrator for Coast Guard public relations during war. Ability in programming and station management. Can invest cash in solid station. Market must be excellent and other parties in the deal extremely competent. If you have prepared a brochure on your station that gives all the facts, won't you tell me about it?

BOX 718B, BROADCASTING

Help Wanted

Salesmen

SALESMAN WANTED

Excellent opportunity for experienced salesman with New England 50 kw network affiliate. Immediate opening. Send outline of experience and photo to

BOX 573B, BROADCASTING

Help Wanted—Salesman

Experienced, permanent time salesman wanted by leading 50 kw station major network affiliate in large west coast metropolitan market. If you have made good on a network station in a smaller community and want a desirable change write full particulars with picture to Box 740-B Broadcasting.

Television

Production-Programming, others

AVAILABLE!
for
AUDIO-VIDEO
PRODUCTION

7 years radio director: New York City
2 years television production: New York City.

SALARY SECONDARY
WILL RELOCATE

Contact Box 713B, BROADCASTING

Experienced television director with proven record in advertising, theatre and engineering, wishes to relocate immediately, with station needing capable staff organizer. Train new and present personnel. Box 739B, BROADCASTING.

FREE

to subscribers

BROADCASTING '49 MARKETBOOK

featuring

SPOT RATE FINDER

(Compute campaign costs instantaneously)

IF you are a BROADCASTING subscriber on August 15 you will receive this fact-packed MARKETBOOK as Part II of the regular weekly issue. Here, in one comprehensive volume are *all* the essential facts and spot rate figures for buying/selling AM, FM, TV time.

SELLS SEPARATELY FOR $1.00

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, 1949 MARKETBOOK and 1950 Yearbook in January.

NAME

STREET

CITY ZONE STATE

I ENCLOSE $_____

PLEASE BILL ME ☐

BROADCASTING • TELECASTING
National Press Bldg.
Washington 4, D. C.

MAJOR MARKETS

EAST **WEST**

DAYTIME **FULLTIME**

Excellent Coverage ***Very Profitable***

$50,000 **$125,000**

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	711 Construction Bldg	Ray V. Hamilton
Washington Bldg.	S. Akard and Wood Sts.	235 Montgomery Street
Sterling 4341-2	Central 1177	Exbrook 2-5672

XUM

Promotion

"MERCHANDISING PLUS" is being offered to sponsors by WCOP Boston in form of personal appearances by its women's commentator, Mildred Bailey. Plan of project calls for setting up display in store well in advance of Miss Bailey's visit. Advertised products are displayed and date of visit is announced. On day of her visit Miss Bailey spends an hour in store talking with shoppers discussing radio advertising and advertised products. Samples and recipe books also have been distributed at food stores during her visit. WCOP has issued information on this merchandising service to agencies, sponsors and representatives.

News Listings

TO SPOTLIGHT its summer news schedule, KIRO Seattle is offering postcard listings of all its local, network, commentary and news analysis shows. Schedule is offered to listeners on various news shows, and the response serves also as an audience test for the programs.

Weight of Steer Contest

LISTENERS to Howard Jones' *Farmer Jones* program on WFIL Philadelphia have been invited to participate in contest to estimate weight of prize yearling steer. Contest began July 2 and will continue through Sept. 1. On Sept. 10, public weighing ceremony will be held at Wiffletree Farm, Mr. Jones' Montgomery County home, from which he broadcasts daily except Sunday from 6 to 6:55 a.m. Mr. Jones will give day-to-day reports on steer's diet and physical condition, as well as other information concerning its development. Contestants will base their estimates on these facts and their knowledge of livestock care. Winner will receive the steer WFIL acquired the steer at a Kansas City auction held in connection with appearance of ABC's *The Original Amateur Hour* [BROADCASTING, June 27].

To Pick 'Miss New York State'

FRANCHISE to pick "Miss New York State" has been granted to WKBW Buffalo, station has reported. Plans for contest are incomplete, but WKBW is asking other stations in metropolitan area of state to sub-franchise for choosing contestant from their areas. Girls from each area will enter contest to be held in Buffalo. "Miss New York State" will be entered in "Miss America" pageant in Atlantic City, Sept. 5-11.

'Gold'—Fish Derby

LUCKY ANGLERS from all over Utah have caught prize tagged trout in Fish Derby sponsored by KSL Salt Lake City in cooperation with state fish and game commission. Five hundred trout were tagged and planted in variety of streams shortly before opening of trout season. Prizes range from $1 to $50 depending on number of tag. Details are broadcast on *Let's Go Fishing*, KSL's new weekly show.

ABC Booklet

BOOKLET containing ABC's answer to question "If the rating of your television show were 50 in January 1949, and it dropped to 30 in July, how many viewers would you lose?" is currently being mailed to advertising and agencies. Answer, a surprise one, is "You'd lose none! Matter of fact you'd gain 13%." According to ABC Research Dept., mushrooming number of set owners between the two months, when taken into account, makes for gain instead of loss despite rating drop.

Trumpet Is Prize

VALUABLE GOLD trumpet will be awarded writer of best safety slogan for *Ralph Zarnow Show* on KIOA Des Moines. Winner will be presented with trumpet at gala program featuring Mr. Zarnow's nine-piece band. Program is promoted as "Craziest Show in Town" and Mr. Zarnow, its m.c., promises to teach the winner to play his prize.

Operation Success

ILLUSTRATED folder titled "Operation Success" has been distributed by WISL Shamokin, Pa. Folder includes list of important Pennsylvania retail market areas, figures from Conlan Survey and mail check.

KODY Aids CARE

THROUGH a KODY North Platte, Neb., promotion, in excess of 3,000 bars of Swan soap will be sent overseas to needy persons through CARE. KODY sponsored show for boys and girls of its community at Paramount Theatre, admission to which was two wrappers from Swan soap. Total of 6,126 wrappers were received. Two local grocery stores cooperated with station by offering prizes for most wrappers turned in. D. B. Phillips, divisional sales manager of Lever Bros. Co., maker of Swan, attended show. John Alexander, manager of KODY, forwarded the wrappers to CARE, who will send soap overseas.

Awards Exhibited

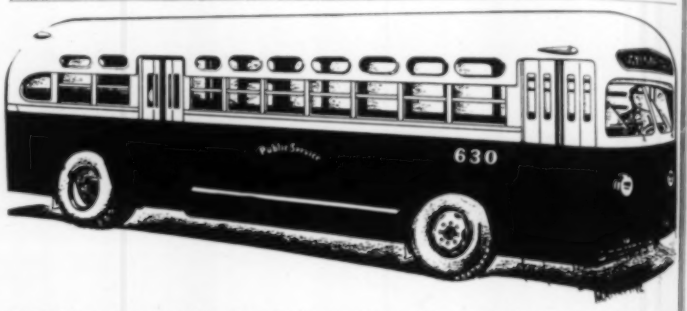
FIRST PLACE promotion winner and other awards were displayed in booth of WCFC (FM) Beckley, W. Va., at that city's Merchant's Fair. Exhibit also featured FM sets and antenna, and carried broadcasts of current baseball games.

'Top Coverage'

LATEST WPEN Philadelphia mailpiece, a six-by-nine card, shows green pennant raised at top of the globe with tennis player, golfer, baseball player and race horse in action. Message reads: "It's WPEN for Top Coverage of Sports. . . . For up-to-the-minute sportscasting, keep tuned to WPEN."

Disc Jockey Contest

FIFTY NEWSBOYS will be selected to compete for spot as guest disc jockey on Martin Block program. Boys are carriers for Baltimore *News Post* and are featured on Al Ross' *Around the Breakfast Table* morning show on WBAL Baltimore. Boy judged best by committee of radio personalities headed by Martin Block will acompany him to New York to spin the discs.



BRIGHT red and yellow bus is featured on rate card No. 2 for KXOK-FM, St. Louis transitcasting station. Bus folds over to reveal rates and additional information, such as types of transit programs and services.

Pass-Word Gets Ticket

OVER 12,000 children attended "Uncle Bob's Day" at Portland's Jantzen Beach Park. Tickets were obtained through writing to *Uncle Bob's Squirrel Cage* program heard on KEX Portland, Ore., or by using password "Squirrel Cage" at park. Bob Amsberry, "Uncle Bob" of program emceed two hour show from park. Attendance record of 12,000 was mostly Portland children between ages of 6 and 10.

Tarzan Contest

NOVEL CONTEST in San Juan, P. R., will choose 15-year-old boy to be Puerto Rican "Tarzan" of 1950. Weekly winners are chosen from photographs taken in loin cloths and characteristic Tarzan poses. *Tarzan* program is carried over WEMB San Juan.

Flash Trailers

IN addition to printed card method used by local stations, KLAC-TV Hollywood is utilizing motion picture trailer system to exploit and advertise forthcoming shows to be telecast. Flash trailers have permanent cast of each program.

Promotion Personnel

DON HARRER, newscaster for KGLO Mason City, Iowa, has been named promotion director.

DAVID TOM GOLDEN, for past six years publicity, promotion and special events director for WPAT Paterson, N. J., has announced his resignation. His plans for future will be announced at later date.

FLORIAN J. WINERITER, formerly program director of KOPP Ogden, Utah, joins KXO El Centro, Calif., as program promotion manager.

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

FCC Actions

(Continued from page 74)

Decisions Cont.:

WSUI Iowa City, Iowa.—Granted request to reduce operating hours from unl. to minimum of 6¼ hrs. daily from 8-8-49 to 9-18-49, inclusive, to observe fall vacation only.

WTOL Toledo, Ohio.—Granted license install new trans.

WRUF Gainesville, Fla.—Granted license change hours of operation, install new trans. and DA N change trans. and studio locations and mount FM on N.E. tower.

WCIF Madisonville, Ky.—Granted license install FM ant. on AM tower.

KVNJ Fargo, N. D.—Granted license new AM station 900 kc 1 kw, D.

WJAY Mullins, S. C.—Granted license new AM station 1280 kc 1 kw D.

KWBE Beatrice, Neb.—Granted license new AM station 1450 kc 250 w unl.

WTVN Columbus, Ohio.—Granted mod. CP to change ERP vis. 14.3 kw and aur. 9 kw to vis. 6 kw and aur. 3.25 kw; change studio and trans. locations change type trans. and ant. to 545 ft.

July 6 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KIVY Crockett, Tex.—Mod. CP new AM station extension of completion date.

Mod. CP new FM station for extension of completion date: KCBC-FM Des Moines; KISS San Antonio.

WDHN New Brunswick, N. J.—Mod. CP new FM station to change ERP from .58 kw to 1 kw, antenna height from 120 ft. to 81 ft. etc.

APPLICATION RETURNED

WIVY Jacksonville, Fla.—RETURNED June 29 request for CP to change hours of operation from daytime to unlimited.

WHLN Harlan, Ky. — RETURNED June 29 request for CP to change from 1230 kc 250 w unl. to 1050 kc 1 kw-D 250 w-N.

July 7 Decisions . . .

BY COMMISSION EN BANC

WHSF Wausau, Wis.—Granted CP to replace expired CP for noncommercial educational FM station; expiration date to be six months from date of grant.

WWON-FM Woonsocket, R. I.—Same for Class A FM station.

Crosley Bestg. Corp., Cincinnati, Ohio—Granted waiver of Sec. 4.166 of rules to permit unattended trans. operation of experimental TV relay station KQA44 used as link between Dayton and Columbus, Ohio, but in no event later than Feb. 1, 1950, and subject to cancellation at any time without advance notice, and other cond.

KWKW Deal Off

DEAL to purchase KWKW Pasadena by Southern California Trade Unions Broadcasting Co. (subsidiary of Teamsters Joint Council 42, A F of L) from Southern California Broadcasting Co. has been called off by mutual agreement. Request is being made to FCC by both groups to cancel application.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JULY 7

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,034	1,971	210		419	239
FM Stations	727	374	495	12*	51	30
TV Stations	64	12	106		343	182

*5 on air

* * *

Docket Actions . . .

FINAL DECISION

Norman, Okla.—Cleveland County Broadcasting Co., final decision granting application for new station on 1400 kc, 250 w unlimited (conditions). Principals in Cleveland County include: Tol Dickenson, who has extensive business interests in Norman, namely a jewelry store of which he is sole owner; half interest in Oklahoma Colorcrete Co., etc., 70%; William S. Morgan, production manager of WNAD Norman, 20%; Howard DeMere, employe of WNAD, 10%. Competing applications of Norman Broadcasting Co., and University City Broadcasting Co. were denied. Comrs. Coy and Walker not participating. See proposed decision BROADCASTING, May 23. Decision July 5.

Erie, Pa.—Issued final decision authorizing WERC Erie, Pa. to operate on 1260 kc with 5 kw day and 1 kw night, directionalized (in lieu of 1230 kc, 250 w), and denying WLEU Erie's bid for same facilities in lieu of 1450 kc with 250 w [BROADCASTING, Jan. 24]. Among other conditions, WERC within 60 days must file application for specified 1260 kc operation. FCC reiterated "serious doubts" as to whether WLEU stockholders or directors have participated in station affairs as fully as required by license. But, as in proposed decision, it was felt this question is not at issue, but must be treated in separate proceeding if at all. Decision July 5.

Cleveland, Ohio—In final decision on Erie 1260 kc case (above), FCC also granted application of The Civic Broadcasters Inc. for new Cleveland station on 1260 kc with 5 kw, directionalized day and night (conditions). Frederick C. Wolf, owner of Cleveland transcription and recording business, heads and controls (60%) The Civic Broadcasters [BROADCASTING, Jan. 24]. Decision July 5.

MEMORANDUM OPINION

Utica, N. Y.—Granted application of U.T.K. Radio Corp. for new station on 1230 kc, 250 w unlimited. Denied competing application of Utica Broadcasting Co. for same facilities. Comrs. Coy, Walker and Hennock not participating. See story this issue page 38. Decision July 5.

Springfield, Mass.—Pynchon Broadcasting Corp. denied petition requesting reconsideration of Commission's decision of Jan. 14 granting application of Hampden-Hampshire Corp., Holyoke, Mass., to change facilities of WHYN from 1400 kc, 250 w unlimited to 560 kc, 1 kw unlimited and denied petitioner's competing application. Comrs. Coy and Walker not participating. Decision July 6.

PROPOSED DECISION

WHAS-TV Louisville, Ky.—Proposed decision looking toward grant of application of WHAS Inc. for extension of completion date commercial television station until Oct. 1. Comrs. Coy and Walker not participating. See story this issue page 58. Proposed decision July 6.

KGGF Coffeyville, Kan.—Initial decision by hearing examiner Elizabeth C. Smith looking toward grant of Midwest Broadcasting Co. Inc. to increase power to 10 kw-D, 5 kw-N. Present operation of KGGF is 690 kc, 1 kw-D, 500 w-N with CP to increase power to 1 kw-N DA-N. And initial decision to grant KELD El Dorado, Ark., to change facilities from 1400 kc, 250 w unlimited to 690 kc, 1 kw unlimited directional at night. Initial decision looking toward denying application of KGKB Tyler, Tex., to change from 1490 kc, 250 w unlimited to 690 kc, 5 kw-D 1 kw-N unlimited directional. See story this issue page 66. Proposed decision July 6.

Non-Docket Actions . . .

FM GRANTS

Chicago Heights, Ill.—Chicago Heights Broadcasting Co. granted CP new Class A FM station, Channel 240 (95.9 mc), ERP 400 w, antenna 150 ft. Estimated cost exclusive of land and buildings $7,330. Principals in company are: Anthony Santucci, radio engineering student at Valparaiso Technical Institute, Valparaiso, Ind., president; Dr. F. J. Armbruster, secretary-treasurer, and Henry E. Bruns, electrical engineering student at U. of Illinois, vice president. Each holds one-third interest. Granted July 7.

LaSalle-Peru, Ill.—Radio Broadcasting Corp. granted CP new Class B FM station, Channel 295 (106.9 mc), ERP 13 kw, antenna 415 ft. Estimated cost $39,952. Principals: K. L. Braun, president Consumer's of LaSalle County Inc. and varied business interests, president 21.14%; Joseph A. Terrando, program director and vice president 1.69%; James D. Hurley, lawyer, secretary 21.14%. Granted July 7.

Knoxville, Tenn.—U. of Tennessee granted CP new noncommercial FM station, Channel 220 (91.9 mc), ERP 3.5 kw, antenna 125 ft. Estimated cost $20,000. Granted July 7.

TRANSFER GRANTS

KRMD-AM-FM Shreveport, La.—Granted assignment of license and FM permit from T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford Sr., and Mrs. R. M. Dean d/b as Radio Station KRMD to Mary Jewell Kimbell Lanford, T. B. Lanford, Robert M. Dean and Mrs. R. M. Dean. Mrs. T. B. Lanford Sr., on her death, left her 2% interest in station to six heirs. Mrs. Mary Jewell Kimbell, one of the heirs, buys the interest of the other five for a consideration of $100 each. KRMD is assigned 1340 kc, 250 w unlimited. Granted July 6.

KFUN Las Vegas, N. M., KRTN Raton, N. M.—Granted transfer of control in Southwest Broadcasters Inc. from Laurel Thwaites (deceased) to her son, E. N. Thwaites. Mr. Thwaites receives 1,540 shares of stock from estate of his mother. He presently owns 13.9% of stock of Southwest Broadcasters and is president and general manager. KFUN is assigned 1230 kc, 250 w unlimited; KRTN operates on 1490 kc, 250 w unlimited. Granted July 7.

WFGN Gaffney, S. C.—Granted transfer of control of Cherokee Radio Co. to Ray A. Godshall from W. K. Gunter Jr. and G. C. Merchant. Mr. Godshall, president and 25% owner of Cherokee Radio Co., acquires additional 50% for $31,000. WFGN is assigned 1570 kc, 250 w daytime. Granted July 7.

WGRV Greenville, Tenn. — Granted transfer of 50% of stock in Radio Greenville Inc. from Robert W. Rounsaville to Paul O. Metcalfe for a consideration of $25,000. Mr. Metcalfe previously was 50% owner. Mr. Rounsaville will continue at WGRV as general manager on a salary. Granted July 7.

WAVU-AM-FM Albertville, Ala.—Granted assignment of license for AM and CP for FM stations from Pat Murphy Courington to Pat Murphy Courington and Mrs. Ivo H. Sparkman d/b as Sand Mountain Broadcasting Co. Mrs. Sparkman is wife of Sen. John J. Sparkman (D-Ala.) and congressional secretary. She buys 49% interest for $15,752. WAVU is assigned 630 kc, 500 w daytime. Granted July 7.

WHTB Talladega, Ala. — Granted transfer of control in Voice of Talladega from Melvin Hutson to R. A. Davidson. Mr. Hutson sells his 60% to Mr. Davidson for a consideration of $16,500. Mr. Davidson is 60% owner and commercial manager of WHMA Anniston, Ala. D. Hardy Ridder and Harry Held retain 40% interest. WHTB is assigned 1230 kc, 250 w unlimited. Granted July 7.

KWYO Sheridan, Wyo.—Transfer of control in Big Horn Broadcasting Co. from R. E. Carroll to Jim Carroll and Donald E. Tannehill. R. E. Carroll, sole owner, is retiring because of ill health and sells his interest for $55,000. Jim Carroll is manager of KWYO and Mr. Tannehill is station manager at KRJF Miles City, Mont. Each acquires 50% interest. KWYO operates with 1 kw daytime, 500 w nighttime on 1410 kc. Granted July 7.

KWHK Huthchinson, Kan.—Granted transfer of control of KWHK Broadcasting Co. Inc. from C. L. Burt, R. L. Evans, Kenneth W. McCrum, John K. Rickard, Vern Minor and Frank Fee to James E. Murray for $21,000. Mr. Murray sold KWHK to present owners in 1948, but disagreement among directors retarded payment to Mr. Murray who is buying back station. KWHK is assigned 1 kw daytime on 1190 kc. Granted July 7.

KWCO Chickasha, Okla.—Granted transfer of control of Washita Valley Broadcasting Corp. from George C.

(Continued on page 84)

THE LONG ISLAND STORY

WHLI

daytime listenership now tops 3 network stations in Long Island's Hempstead Town where **net income** exceeds $552,573,000-a-year . . . $5,961-a-family . . . $1,715-a-person.

Net income here is 31% *higher* than the U.S. average.

Data sources: Sales Management 1949 Survey of Buying Power; Conlan, January 1949.

AM WHLI FM

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS L GODOFSKY President

not one, but SEVEN

Seven major industries, we mean. Mining, cattle, lumbering, electric power, farming, sugar beets, meat packing. Diversification which means sales stability all year around.

Add 'em together. They tote up a Montana per capita income of $1641—$318 above the national average. KGVO-CBS for 85 thousand Montanians adds to sales, too. For you?

The Art Mosby Stations

CBS KGVO·KANA·KGFM

5 KW DAY—1 KW NITE MISSOULA · ANACONDA BUTTE 250 KW · GREAT FALLS 5 KW IN PROGRESS

Know MONTANA ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

FCC Roundup

(Continued from page 83)

Robinson, James B. Quattlebaum, Kathryn G. Quattlebaum and Frances J. Robinson to four new stockholders. Principals in new corporation are: C. E. Wilson, salesman Blackburn-Hamilton Co., radio brokers 49.1%; Bonnie Wilson 0.9%; P. D. Jackson, salesman Blackburn-Hamilton Co. 49.1%, and Jessie Jackson 0.9%. Consideration is $30,000. KWCO is assigned 1560 kc, 250 w daytime. Granted July 7.

WMRA Myrtle Beach, S. C.—Granted transfer of control of Myrtle Beach Broadcasting Co. from Joe C. Ivey, who sells 68 of his 126 shares to P. T. Watson for $6,800 and 58 shares to L. B. Hyman for $5,800. Mr. Hyman, who already owns 62 shares, is 24% owner of WDSC Dillon, S. C. Mr. Watson, who now holds 62 shares, owns 99.8% of WGTM Wilson, N. C. WMRA operates on 1450 kc, 250 w unlimited. Granted July 7.

WTLS and WAAM-TV Baltimore, Md. —Granted transfer of control from two partnerships and four individuals to Ben Cohen, Samuel Carliner and Herbert Levy as voting trustees in Radio Television of Baltimore Inc. The voting trust is designed to maintain the present balance of control as nearly as possible for at least a year. The trustees will vote 63%, including 21% belonging to the Cohen brothers. See transfer request BROADCASTING, May 16, page 81. Granted July 7.

WEKR Fayetteville, Tenn.—Granted transfer of control in Elk River Broadcasters Inc. from R. A. Largen to Arthur D. Smith Jr. Mr. Smith, owner of WCDT Winchester, Tenn., buys 80 shares of stock for a consideration of $12,667. WEKR is assigned 1240 kc, 250 w unlimited. Granted July 7.

WRDW Augusta, Ga. — Granted transfer of control from William K. Jenkins and executors of estates of Arthur Lucas and Frank J. Miller to Radio Augusta Inc., new corporation comprising Ernest D. Black, Emmet G. McKenzie, Allen M. Woodall, Charles W. Pittman and W. R. Ringson for consideration of $170,000. Granted request for assignment of license from Augusta Broadcasting Co. to Radio Augusta Inc. WRDW is assigned 1480 kc, 5 kw unlimited. Granted July 7.

WLNK Norwalk, Conn.—Granted relinquishment of control in Norwalk Broadcasting Co. Inc from Benjamin Ginzburg, acting for Ginzburg-Lipsett-Gaines family, majority stockholders, by sale of 1 share of stock to Miles Pennybacker for $100. Mr. Pennybacker is president and principal owner of Voltare Tubes Inc. WNLK operates with 500 w daytime on 1350 kc. Granted July 7.

WLPO LaSalle, Ill.—Granted assignment of license from a partnership of F. F. McNaughton and Louis F. Leurig to LaSalle County Broadcasting Corp. in which Ruth Elizabeth Miller is president and Peter Miller is secretary-treasurer. Mrs. Miller is director and 5.125% owner of The Tribune Co., publisher of the Chicago Tribune and operator of WGN, WGNB (FM) and WGN-TV Chicago. She also is president and 87.20% owner of La Salle Daily News Tribune of which Mr. Miller is publisher and 12.80% owner. Mr. Leurig is withdrawing because of ill health and sells for $100,700. WLPO is assigned 250 w day on 1220 kc. Granted July 7.

WKUL Cullman, Ala.—Granted assignment of license from H. H. and D. T. Kinney, co-partnership d/b as Cullman Broadcasting Co., to a new co-partnership of same name and composed of Hudson C. and Alexander B. Millar. Millars buy WKUL and weekly Cullman "Banner" from Kinneys for $100,000 of which $65,000 is for station. Hudson Millar has been in newspaper and agency fields. WKUL is assigned 250 w fulltime on 1230 kc. Granted July 7.

KXGI Fort Madison, Iowa—Granted assignment of license from Willis L. Ashby, Billy M. Barron and John F. Courrier, d/b as Hawkeye Broadcasting Co., to A. Orrie Carson for $55,000. Mr. Carson has multiple publishing interests in Chicago and is treasurer and 9% stockholder of KSMN Mason City, Iowa. His wife Lillian owns 40% of KSMN. KXGI operates on 1360 kc, 500 w daytime. Granted July 7.

KCHS Hot Springs, N. M.—Granted assignment of license from Leonard R. Trainer and Reginald H. Shirk, d/b as Sierra Broadcasting Co., to a new corporation composed of original owners and Beulah M. Shirk. This is a stock transaction and no money is involved. KCHS is assigned 1400 kc, 250 w unlimited. Granted July 7.

KOWH, KOAD-FM Omaha, Neb.—Granted assignment of license from World Pub. Co., to Robert H. Storz, Mrs. Robert Storz and Todd Storz, d/b as Mid-Continent Broadcasting Co., for a consideration of $75,000. Robert Storz is director and stockholder of Omaha National Bank, 60% owner of Ralph H. Campbell insurance agency and 20% owner of Storz Brewing Co. Todd Storz is president and 90% owner of Outdoor Display Co. Inc. KOWH is assigned 660 kc, 500 w daytime. KOAD-FM is assigned Channel 225 (92.9 mc). Granted July 7.

WALA Mobile, Ala.—Granted assignment of license from W. O. Pape to Pape Broadcasting Co. Inc. Mr. Pape owns 99.5% of corporation; H. K. Martin is vice president and holds 1 share; E. V. Flynn also holds 1 share. WALA is assigned 1410 kc, 5 kw unlimited. Granted July 7.

WAVZ-AM-FM New Haven, Conn.—Denied petition by David J. McCoy, minority stockholder, and granted assignment of license of AM and CP for FM stations from New Haven Broadcasting Corp. to WAVZ Broadcasting Corp. Principals in new corporation: Victor W. Knauth, editor and 33⅓% owner of Omnibook Inc., president 45%; Daniel W. Kops, formerly editorial assistant to M. Kiplinger, Washington, D. C., vice president 54⅔%; Nancy Kops 1/3 of 1%. Consideration is $67,500 plus accounts receivable not to exceed $12,500. WAVZ is assigned 1260 kc, 1 kw daytime. WAVZ-FM operates on Channel 236 (95.1 mc). Granted July 7.

KGIL San Fernando, Calif.—Removed from hearing docket and granted renewal of license and granted transfer of control of San Fernando Broadcasting from Helen Ruth Allen, executrix of estate of C. P. M. Allen, to Fayette J. Smalley Jr. for consideration of $19,250. Mr. Smalley has not been in business since March 1947 but prior to that time he was with KRKD anw KFVD Los Angeles. KGIL is assigned 1260 kc, 1 kw unlimited. Granted July 7.

FM Deletions . . .

FOUR FM authorizations were deleted last week by the FCC, total drop-outs since first of year 121.

FM deletions effective dates and reason for withdrawals follow:

WCLC-FM Clarksville, Tenn.—Leaf Chronicle Co., CP July 6. Slow development of FM set ownership and uncertainty TV broadcasting has cast over future of FM station operation.

WFBM-FM Indianapolis, Ind.—WFBM Inc. CP July 6. Lack of public interest in FM. Applicant feels it can give greater public service by devoting energies to AM and promotion of WFBM-TV.

WMAN-FM Mansfield, Ohio—Richland Inc., CG July 6.—Economic. See story this issue page 32.

WATC Morristown, N. J.—C. H. Winans, CP July 6. Request of applicant, no reason.

EXTENSION DENIED

KTVU Portland, Ore.—On basis of apparent lack of diligence Commission denied application of Video Broadcasting Co. for extension of completion date with option of requesting hearing within 20 days, in which case denial will be set aside pending outcome. In request for extension applicant states that its attorney has gone to Europe and has not yet returned and it is without legal assistance. Secondly applicant says it has been hopeful of obtaining substitute transmitter site and obtaining a final decision on studio location, which information it had hoped to include in this request for extension. Denied July 7.

PLACED IN FILE

Schenectady, N. Y.—Placed in pending file applications of General Electric Co. for CP and license for new fixed experimental TV relay station to be used as STL in conjunction with GE's station WRGB-TV Schenectady. Action taken pending study of applicant's qualifications as licensee in light of anti-trust decision against General Electric et al. Granted modification of STA to use facilities of W2xNS as visual STL for WRGB-TV and extended this authorization to Feb. 1, 1950, without prejudice to any action Commission may take in light of court decision. Placed in pending file July 7.

New Applications . . .

TV APPLICATIONS

Green Bay, Wis.—WHBY Inc., Channel 4 (66-72 mc), ERP 14.85 kw visual, 7.42 kw aural, antenna 435 ft. above average terrain. Estimated cost $151,206, first year operating cost $48,000, revenue not estimated. Applicant is licensee WHBY Appleton, WBAY-AM-FM Green Bay, Wis. Filed July 5.

Asheville, N. C.—Mary Pickford Rogers, Channel 5 (76-82 mc), ERP 17 kw visual, 8.5 kw aural, antenna 2,276 ft. above average terrain. Mrs. Rogers previously filed applications for Durham, N. C. and Winston-Salem, N. C. [BROADCASTING, May 2]. Estimated cost of construction $207,800, first year operating costs $50,000. Filed July 5.

Riverside, Calif.—Broadcasting Corp. of America, Channel 6 (82-88 mc), ERP 1.84 visual, 0.92 kw aural, antenna 44 ft. above average terrain. Estimated cost $314,450 ; estimated first year operating cost $150,000, estimated revenue $150,000. Applicant is licensee of KPRO Riverside. Broadcasting Corp. had filed application for Channel 1 in December 1946, but waited too long to seek retention of its permit when this channel was relegated to other services [BROADCASTING, March 28]. Filed July 1.

Sherman, Tex.—Sherman Television Co., Channel 6 (82-88 mc), ERP 1.84 kw vis., 0.92 kw aural, antenna 466 ft. above average terrain. Estimated cost $109,000, estimated first year operating cost $70,000, first year revenue $70,000. Principals: John A. Prather, member Majors & Majors real estate firm, part owner Flippen-Prather Stores, president 31¼%; Hugh E. Prather, interest in Flippen-Prather Stores, vice president 12½%; Hugh E. Prather Jr., interests in Flippen-Prather Stores and Majors & Majors, 12½%; S. Foster Yancey, ⅔ owner and president T. A. Manning Co., (insurance), 25%. Filed July 1.

AM APPLICATION

Chillicothe, Mo.—Cecil W. Roberts, 1010 kc, 250 w daytime; estimated cost $10,775. Mr. Roberts owns stations KREI-AM-FM Farmington, Mo., and holds permit for KNEM Nevada, Mo. Filed July 1.

TRANSFER REQUESTS

WCLE Clearwater, Fla.—Transfer of control of Clearwater Broadcasting Co. Inc. from Houston Cox Jr., M. L. Rosenzweig and S. L. Rosenzweig to Dr. T. M. Watson. Dr. Watson holds $30,000 mortgage which he will return to original partners for station. WCLE is assigned 680 kc, 1 kw daytime. Filed June 24.

SMALL TOWN VIM

Radioman Sparks Promotion

MADISON, S. D. (pop. 6,000) was given more than half a page of space in the June 15 issue of *Pathfinder*, national weekly news magazine, and the man chiefly responsible for it was Ralph Doerr, manager of the Madison studio of KISD Sioux Falls, S. D.

Mr. Doerr

Madison's Chamber of Commerce decided last January to stage a city-wide promotion campaign, but lacked funds to finance it. Mr. Doerr had the answer, and *Pathfinder* says, in part: ". . . Doerr did it, with himself as reporter and author, high school students as typists, and Claude Mallory, local photographer, taking pictures. This week Madison's Chamber of Commerce has before it a lively, 76-page, home-made volume of photographs and text—the vivid life story of a small modern American city."

A part of *Pathfinder's* account of the Madison promotion was a picture of Mr. Doerr seated around the dinner table with Don Hallebeck, part owner of a Madison furniture store, and Mr. Hallebeck's wife and two children. Madison recently held a week-long civic celebration, and Mr. Doerr reports that KISD, which ordinarily originates only one broadcast a day from Madison, presented 12 additional hours of programming originating there.

KGA Spokane, Wash.—Assignment of license from Louis Wasmer to Corp. of Gonzaga U. for a consideration of $425,000. Gonzaga U. is a non-profit organization. Francis E. Corkery, S. J., president and John F. Gubbins, S. J., is vice president. KGA operates with 50 kw unlimited on 1510 kc. Filed June 24.

Minnesota Valley Broadcasting Co., Mankato, Minn.—Transfer of 391 5/10 shares of stock in permittee corporation to H. Willard Linder, D. O. Linder and Lakeland Broadcasting Co. for $100 per share. Lakeland Broadcasting Co. is licensee of KWLM Willmar, Minn., purchases 241 5/10 shares; D. O. Linder 50% owner of St. Cloud Broadcasting Co., 75 shares; H. Willard Linder, owner KMHL Marshall, Minn., 75 shares. Lakeland will advance up to $10,000 working capital to Minnesota Valley if necessary. Minnesota Valley requests 1420 kc, 1 kw unlimited DA-N. Filed June 24

WDXI Jackson, Tenn.—Assignment of license from Aaron B. Robinson, trading as Dixie Broadcasting Co., to a corporation of the same name and with Mr. Robinson holding all of stock consisting of 4,000 shares. Request is made to achieve the advantages of a corporate organization. WDXI is assigned 1310 kc with 1 kw daytime. Filed June 29.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

SOMEDAY (YOU'LL WANT ME TO WANT YOU)

On Records: Mills Brothers—Dec. 24694; Vaughn Monroe—Vic. 20-3510; Ray Bloch—Hi-Tone 134; Elton Britt — Vic. 20-1864; Gene Autry — Col. 20075; Hoosier Hot Shots—Dec. 23732.

On Transcriptions: Monica Lewis—World.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.

RCA **RCA INSTITUTES, INC.**

A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.

Address: Placement Manager

RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Wide Readership

EDITOR, BROADCASTING:

. . . I don't think it is necessary to tell you of the tremendous interest the advertising fraternity has in your publication . . . while I was in New York . . . I made the rounds of the many advertising agencies and each and every one had something to say about the fact that I made BROADCASTING.

Herman E. Fast
Manager
WKRC Cincinnati

* * *

Always Cap Coke

EDITOR, BROADCASTING:

. . . I very much appreciate your understanding attitude toward the proper capitalization of our trademark, Coke. . . .

Edgar S. Bayol
Press Counsel
The Coca-Cola Co.
New York

* * *

WCSS' Contribution

EDITOR, BROADCASTING:

May I correct your story of WCSS' hospital campaign on page 20, issue of June 27? . . .

WCSS logged a total of 47 hours and 33 minutes over a period of about a month and not in five days as reported.

We are an independent, but it's still way beyond our capacity to be able to log over eight hours a day for one community service endeavor. . . . There's gotta be a few commercials to pay the bills.

Ray Cheney
Program Director
WCSS Amsterdam, N. Y.

* * *

Hearty Agreement

EDITOR, BROADCASTING:

Re your editorial Etaoin Shrdlu II "and gradually, we surmise, the courts or the Congress will draw some straight line logic from the FCC's circumlocutions." Amen!

Richard E Hunt
General Manager
WPTW Piqua, Ohio

* * *

TV and Boxing

EDITOR, BROADCASTING:

Thank you for the genuine and most valuable service you performed broadcasting in general and television in particular when you wrote the article on page 34 of the June 27 issue of BROADCASTING, titled "Boxing Lays an Egg." The way we look at it, you said everything that should be said on that particular subject. I feel that it is about time such a strong and timely article came out to combat the misrepresentation of certain interests opposed to AM and television broadcasting. . . .

Looking back now, I am sure that many in the television and AM industry will agree with me that for the sake of a principle, it was most fortunate that the LaMotta-Cerdan fight was not broadcast or telecast. Once upon a time, a certain prophet commanded the sun to stand still; another prophet commanded the ocean waves to cease beating upon the shore. The encroachment of this marvelous medium of television can no more be held back in its natural progress than the sun or the ocean. . . .

Roger S. Underhill
General Manager
Dispatch Inc.
(WICU-TV)
Erie, Pa.

* * *

'Impartial Reporter'

EDITOR, BROADCASTING:

As you and I know, an acid test of fair and objective reporting occurs when the subject of a story is yourself or your own organization.

BROADCASTING has long been known to me as an impartial, albeit energetic reporter. This opinion is emphatically corroborated by your July 4 story on the WQQW situation.

My hat remains off to you!

M. Robert Rogers
General Manager
WQQW Washington, D. C.

* * *

Minnesota Football

EDITOR, BROADCASTING:

Members of the Minnesota Broadcasters Assn. have asked that I clarify the story appearing in your June 27 issue on page 76, under the headline, "Sports Rate Protested by Minnesotans."

At the board meeting June 20, "Swannee" Hagman of radio station WLOL Minneapolis was named as chairman to discuss with the U. of Minnesota the problem that is mutual on the part of both the university and the stations outstate. That problem was that during the 1948 football season no out-state station carried the university's football broadcasts commercially, although the university kindly set up a very excellent plan using the university radio station's facilities for feeds throughout the state. The university, on its part, set up its excellent system in order that as many stations as possible could broadcast without having to go to the expense and bother of acquiring space, equipment, engineering, and so on. At the same time, they fixed what they considered a reasonable fee for this service, which incidentally was substantially lower if the games were carried sustaining.

The university was interested in obtaining as widespread local coverage of its games as possible. One of the ambiguous parts of the university's setting up a rate was the fact that it was the highest daytime, two-hour, rate and several stations in the rural areas were confronted with the problem of having a noon-hour class "A" rate, which under the terms of the university would be the determining rate for the broadcast despite the fact that the games would fall in the 1:00 to 6:00 period, which normally is class "B." The meeting to be held with the university on the part of the out-state stations is to be conducted in a most friendly fashion to determine the possibilities of making the broadcast a desirable commercial feature; attractive enough in price to a local advertiser.

It is our understanding that the university is very fair-minded as shown by their offer last season to drop a formerly set-up minimum charge, which in many cases exceeded the out-state station's two hour, daytime rate. We would also especially like to point out that the meetings do not concern the Twin Cities' stations either in radio or television, and the association's efforts are concerned with what we felt was the mutual problem between out-state stations and the university.

I don't know the source of your story, but I presume it came through the usual press channels. We do feel that it needs the above clarification, especially in view of the fact that many of the stations, rather than carry Minnesota games, have been taking games of their respective networks and have thus blocked out unintentionally the widespread coverage desired by the university. . . .

Melvin Drake
Secretary-Treasurer
WDGY Minneapolis

REC APPOINTS

Advisors, Committee Heads

RADIO EXECUTIVES Club of New York, through its president, John J. Karol, CBS sales manager, last week named its advisory council and committee chairman for the 1949-50 season.

Newly named to the advisory council are:

Theodore Streibert, president, WOR New York; Frank White, president, MBS; Ralph Weil, general manager, WOV New York; Mortimer Loewi, director, DuMont Television Network; Fen Doscher, president, Sales Executive Club; Paul West, president, Assn. of National Advertisers; Raymond C. Cosgrove, president, RMA.

Continuing on the council are:

Frank Stanton, CBS president; Niles Trammell, NBC president; Mark Woods, ABC president; Frederic R. Gamble, president, AAAA; Andrew Haire, president, Advertising Club of New York; Grace Johnsen, president, Advertising Women of New York; Dorothy Lewis, coordinator women's broadcasts, UN; Justin Miller, NAB president; Charles G. Mortimer, chairman of the Advertising Council and vice president of General Foods Corp.; Elliott M. Sanger, executive vice president, WQXR New York.

REC committee chairmen are:

William S. Hedges, NBC vice president (continuing) and Carl Haverlin, BMI president, serving as consultation chairman; Marvin Kirsch, vice president, *Radio Daily*, membership; Davidson Taylor, CBS vice president, as head of the program committee; Archibald Brunfeld of Brunfeld & Simons, finance committee of REC; Joseph McDonald, ABC vice president, laws and by-laws; Michael Foster, CBS, house committee chairman; Harry Feeney, CBS trade news editor, publicity committee, and M. H. Shapiro, BMI, publications.

Election for WCMW

A THREE-MAN panel of the National Labor Relations Board last Tuesday directed that a secret ballot election be held at WCMW WCMW-FM Canton, Ohio, to determine whether transmitter licensed operating engineers employed there wish to be represented by the National Assn. of Broadcast Engineers and Technicians, Cleveland chapter. The action affirmed rulings of an NLRB trial examiner following a hearing in the matter. WCMW, a 1 kw daytime independent on 1060 kc, and WCMW-FM, which operates with 17.6 kw on Channel 235 (94.9 mc), are licensed to Stark Broadcasting Corp.

KEPO
EL PASO, TEXAS
690 K.C. 5000 WATTS FULL TIME
ABC NETWORK
Represented by: JOHN BLAIR COMPANY

At Deadline...

3 NEW AM OUTLETS ARE GRANTED BY FCC

GRANTS for three new AM stations and improved facilities for two outlets were authorized by FCC Friday. KTRM Beaumont, Tex., daytimer on 990 kc, received fulltime grant and increase in power from 250 w daytime to 1 kw fulltime, DA night. WKNK Muskegon, Mich., assigned 1600 kc, 1 kw daytime, was granted modification of CP to increase hours of operation from daytime to unlimited, DA night.

New station grantees and ownership include, Davenport, Iowa, L. W. Andrews Inc., granted 1580 kc, 250 w D, estimated cost $5,045. Mr. Andrews, radio consultant, was one-time manager and owner of KICD Spencer, Iowa.

Bay State Broadcasting Co., New Bedford, Mass., granted new station on 1230 kc, 100 w fulltime. Joseph P. Duchaine, president of Safe Deposit National Bank, New Bedford, is president and 70% owner.

Alaska Broadcasting Co., Sitka, Alaska, received authorization on 1230 kc, 250 w fulltime. William J. Wagner, owner of Alaska Broadcasting Co., also owns KFQD Anchorage, KINY Juneau, KFRB Fairbanks and KTKN Ketchikan.

'CLEAR' GRANTS VACATED

FCC Friday vacated its 1946 grants for clear-channel daytime stations in St. Paul, Minn., and Stillwater, Okla., pending decision on so-called "daytime skywave case," which is linked with clear-channel proceeding. Grants involved, already under suspension via stay orders, were held by Middle West Broadcasting Co. (group headed by John W. Boler, North Central broadcaster) for 700 kc with 1 kw daytime at St. Paul, and Oklahoma A. & M. College for 840 kc with 10 kw day at Stillwater.

Action stems from U. S. Court of Appeals decision holding FCC should have had hearing before granting, in view of alleged daytime skywave interference to clear-channel stations. St. Paul grant involved frequency on which WLW Cincinnati is dominant 1-A station; Stillwater was on WHAS Louisville's. Applications go into FCC pending file till daytime-skywave case is settled.

FCC REFUSES WPTR STAY

FCC REFUSED Friday to withhold program-test authorization from WPTR Albany, N. Y., in connection with new 50-kw operation on 1540 kc, but delayed effectiveness of such authority for 14 days so WQXR New York (1560 kc) might have time to apply to court for stay order. WQXR, appealing from WPTR's 50-kw grant, had asked FCC to disallow program tests till appeal is decided. WQXR spokesmen said they would seek stay order this week.

KCSB SALE APPROVED

FCC Friday approved $32,000 sale of KCSB San Bernardino, Calif., from Woodrow Miller to Essie Binkley West. Mrs. West is founder and president of Old Time Faith Inc., home for girls, and has been associated with her son in operation of Glendale's Radio City. Mr. Miller is withdrawing to attend to other business interests. KCSB is assigned 1350 kc 500 w daytime.

TV OPENING DELAYED

KRON-TV San Francisco, NBC-TV affiliate, originally scheduled to start operations in July, postponed opening until Oct. 1.

WBTV STAFF ANNOUNCED AS DEBUT IMPENDS

LARRY WALKER, assistant general manager WBT Charlotte, N. C., will be in charge of Jefferson Standard Broadcasting Co.'s television operation (WBTV) scheduled to take air July 15 (see story, page 52). Announcement was made by Charles H. Crutchfield, general manager. Staff reorganization and expansion to provide personnel for TV is now well advanced.

Charles Bell, formerly manager WGCD Chester, S. C., will assist Mr. Walker in capacity of television production manager. Keith Byerly, general sales manager; Wallace Jorgenson, local sales manager; M. J. Minor, chief engineer; Kenneth Spicer, business manager; Jack Knell, news director; Bob Covington, promotion manager, and Jean Carson Brown, publicity director, WBT staff members, will act in same capacities for WBTV.

On day preceding beginning of its commercial operation, WBTV is sponsoring TV preview show in Charlotte armory in conjunction with *Charlotte Observer* and *Charlotte News*, and local TV distributors. Show is open to general public.

BMI LICENSEES AT PEAK

BMI President Carl Haverlin reported Friday BMI licensees in U. S. and Canada reached all-time high of 2,618. Of 1,965 AM outlets, overwhelming proportion anticipated 1950 renewal date, signing for nine-year period ending 1959. About 70 AM outlets and 50 FM and TV stations in process of signing such renewals.

GUILD CONTRACT PARLEY

RADIO and Television Directors Guild expected to discuss contract with NBC for TV directors at negotiating meeting tomorrow (Tuesday) after withdrawal of New York state mediator from case. RTDG national board is scheduled to meet in New York July 22-24, with agenda to comprise progress in freelance negotiations, strategy and proposals for new contracts, and how best to expand in TV.

CROSLEY TV METER PLAN

"PAY as You See" video introduced by Crosley Division, Avco Mfg. Corp. Plan offers receiving sets to be installed in homes on payment of 10% of cost, with balance collected via meter. Crosley "Visimeter," to be launched nationally in selected areas this week, provides purchaser of set with one hour of video entertainment for 25 cents. Money is collected periodically and applied against purchase price. Installment charges are up to individual dealers.

TWIN CITIES SUMMER FETE

INAUGURATION of 1949 Twin Cities Summer Festival to highlight Actor-Comedian Bob Hope with Commentator Cedric Adams on two-hour *Aquatennial Show* over WCCO Minneapolis July 23, Merle S. Jones, WCCO manager and Aquatennial radio committee chairman, announced Friday. CBS outlet will air Saturday night block of four local shows, with Mr. Hope as guest star, and half-hour network origination, *Aquatennial Time*, 8:30-9 p.m.

WARREN WADE TO WPIX

WARREN WADE, executive television producer for NBC since 1939, Aug. 1 joins WPIX (TV) New York as program manager. He succeeds James Pollack.

'LUX THEATRE' TOPS PULSE 5-CITY MAY-JUNE RATINGS

MAY-JUNE program ratings survey of Pulse showed *Lux Radio Theatre* leading top 10 evening shows in New York, Philadelphia, Boston, Chicago, Cincinnati.

Comparative five-city ratings for May-June and March-April, respectively:

"Lux Radio Theatre," 20.4, 23.9; "Godfrey's Talent Scouts," 15.7, 17.9; "My Friend Irma," 15.2, 15.9; Bob Hope, 14.6, 18.2; Walter Winchell, 14.6, 19.1; "Suspense," 13.8 (no figure for March-April); "Inner Sanctum," 13.4, 15.3; "Stop the Music," 12.0 (no March-April figure); "Mr. District Attorney," 11.7; 15.1; "Mystery Theatre," 11.4 (no March-April figure).

Daytime five-a-week program ratings for May-June, March-April:

Arthur Godfrey, 10.0, 9.7; "Rosemary," 8.3, 8.6; "Grand Slam" (four-city average), 8.2, 8.7; "Big Sister," 8.1 (no March-April figure); "Ma Perkins," 7.7, 8.2; "Helen Trent," 7.7, 7.9; "Our Gal Sunday," 7.6, 8.0; "Breakfast Club," 7.5, 7.7; "The Guiding Light," 7.1, 7.6; "Aunt Jenny," 6.9, 7.6.

Saturday and Sunday daytime May-June, March-April ratings:

"The Shadow," 7.5, 10.3; "Grand Central Station," 7.0, 7.1; "Theatre of Today," 6.8, 7.0; "Let's Pretend," 6.8, 6.4; "Junior Miss," 5.8, 6.4; "Stars Over Hollywood," 5.7, 6.4; "True Detective Mysteries," 5.2, 8.4; "House of Mystery," 4.9, 7.4; "Give and Take," 4.7 (no March-April figure); Mary L. Taylor, 4.3 (no March-April figure).

WISCONSIN EXTENDS BAN

WISCONSIN ban against publishing rape victim's identity extended to radio and TV stations and press associations under bill signed Friday by Gov. Oscar Rennebohm. Ban formerly applied only to newspapers and periodicals publishing in Wisconsin. On Gov. Rennebohm's desk Friday was bill passed by Wisconsin Legislature banning broadcast of courtroom proceedings. In series of broadcasts Robert Lindsay, WKOW Madison news editor has urged governor to veto bill.

ACA SIGNS WHOM PACT

AMERICAN Communications Assn. (CIO) announced Friday new two-year contract for 14 technicians at WHOM New York calling for $7.50 wage rise and one of shortest scale progressions in country—$87.50 starting salary and $117.50 after six months. Contract effective Aug. 1. Company confirmation not available at press time.

Closed Circuit

(Continued from page 4)

timetable looking toward lifting of freeze at earliest possible date [BROADCASTING, May 30

WESTBROOK PEGLER and King Features Syndicate will probably plead truth as defense in New York Supreme Court action against them by Drew Pearson, ABC commentator. Suit is for $250,000 on grounds Pegler's columns unfairly connected Pearson with suicide of Secretary of Defense James Forrestal. Deadline for answering is Monday.

STRAINED relations at NAB, stemming from reorganization talk and implemented by station resignations, may force NAB board, at its meeting in Portsmouth, N. H., into peacemaker role. It's open secret that NAB president Judge Miller and Executive Vice President A. D. Willard Jr. do not see eye-to-eye on all things. Mr. Willard is on his first vacation in several years and his status will be handled "in absentia" unless he makes sudden appearance.

GENERAL FOODS, New York (Post Toasties) through Young & Rubicam, New York, understood to be shopping for television show.

FORD MOTOR CO. looking over *Stand by for Crime*, Greg Garrison WENR-TV Chicago package aired sustaining on ABC-TV.

get aboard now!

15½ million rides a month in St. Louis today

40 million rides a month soon!

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*Standard Rate & Data, May, 1949

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